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BAYLINE



Bulletin of the San Francisco Bay Region Chapter
Special Libraries Association

September • October 2005
Volume 76 Number 1

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PRESIDENT'S MESSAGE

By Chris Orr

Hello, San Francisco Bay Region. Let's get naked. Really, this is what I learned in Toronto from three keynote speakers at the annual SLA conference: We are not in the information business, we're in the transparency business (from Don Tapscott, author of "The Naked Corporation").

It's not only that we are working in environments that demand more transparency in accounting and governance. Technological tools themselves need to become transparent, with the activities of a social network front and center (from Bill Buxton, recipient of the Canadian Human-Computer Communications Society Award). We are best served if we follow a biological model for adapting to change. After all, our bodies behave reflexively and spontaneously to changing conditions (from Gary Hamel, "strategy guru," London School of Business). We don't have to tell our hearts to beat harder when we run, we simply have to provide nourishment. The legs will follow.

Granted, Don, Bill and Gary were talking to corporate knowledge professionals. They certainly were not describing our Federal government and its zeal for privileged secrecy. But the transparency and adaptability advice doled out at the conference applies to my term as your chapter President. In this and coming issues, I'd like to make the SLA and chapter's governance transparent by telling you how it works. I'd like to use the excellent tools we have (like our web site, Bayline, programs, tours, email, discussion list) to strengthen our social network. And, last but not least, I hope we can adapt to change organically, by keeping our systems healthy and our networks active.

Every June, we welcome a new Executive Board and Advisory Council. You can see the names and titles of the people in these two chapter governing bodies on page 2 of this issue of Bayline. Each of these people has generously volunteered to serve, putting in their time and expertise to help us run our chapter for the benefit of you, our members. I salute them with my sincere thanks. You can write or call me, or the Board members, with your concerns about our chapter, ways you'd like to get involved or suggestions for activities. The Executive Board meets six times a year; the Advisory Council meets twice. Throughout the year, committees (also listed on page 2) plan and implement programs, tours, professional development, the Jobline, the discussion list, archiving, networking, fundraising, you name it.

Over the next 18 months, our chapter will undergo a change in our governance calendar to match the Association's decision to align the calendar and fiscal year. Right now, we are still on a June-to-June schedule. By January 2007, all officers' terms and reporting will be switched over to a January-to-December calendar that matches the Association's fiscal year. I'll have more to say about the implications of this change in the next issues of Bayline.

In closing, I would like to thank the wonderful partners who finished their terms of service this past June: Camille Reynolds, Academic Relations; Christine Nay, Vendor Relations; John Galwey, Archives; Mimi Calter and Saundra Lormond, Hospitality; Holly Riccio, Mailing; Elyse Eisner, Networking; Karin Zilla, Professional Development; Michael Sholinbeck and Nick Robinson, Web site; Barbara Janis, Programs; Jeffery Mah, Treasurer; Beth Graham, Past President. Some of these people have moved into other roles on the Board or Advisory Council; some have passed the torch to newcomers. All have been positive forces for the chapter, leaving us in sound fiscal health from their successful events and services.



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The San Francisco Bay Region Chapter bulletin is published seven times for Volume 76. Publication dates for this Board Year are by the fifth day of September, November, January, March, May, September, November. The Special Libraries Association assumes no responsibility for the statements and opinions advanced by the contributors to the Association's publications. Editorial views do not represent the official position of the Special Libraries Association. Acceptance of an advertisement does not imply endorsement by the Special Libraries Association. Volume 76 Copy Deadlines: July 31, September 30, November 30, January 31, March 31, July 31, September 30.

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Jobline available on the SLA-SF website:
<http://www.sla.org/chapter/csfo/jobline/jobline.html>

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Editor's Notes



Drawing by briana

Welcome to our new members, our new and returning Board members, vendors, and all readers of *Bayline* to Volume 76. As editor, I am delighted to bring you another in a long line of great newsletters not only about the Special Libraries Association events and activities, but about librarians and the world with which we interact. What weighs on my mind on this weekend that honors workers in America is the horrendous disaster from Hurricane Katrina. For my notes this time, I choose to pass on information about relief efforts for the victims and a blog that might interest you, instead of talking about *Bayline* matters.

The *New York Times* has a list of resources; to donate money, offer housing, locate missing people: <http://www.nytimes.com/2005/08/30/national/hurricane-resources.html?ex=1141099200&en=69d89047c73c778a&ei=5087>.

To track SLA's work, go to IPANDAnet, the SLA blog that is now being used for information and resources about the Gulf Area victims at: <http://slablogger.typepad.com/ipandanet/>. ALA has information at: <http://www.ala.org/ala/alonline/hurricanekatrinanews/katrinanews.htm>.

I followed the events in New Orleans at Interdictor – <http://www.livejournal.com/users/interdictor>. Interdictor is a personal blogger who kept posting from downtown New Orleans and his site took on a life of its own. The coverage touched me in a personal way that I did not expect. A live cam ran 24/7 and even though there were times when I could not get through because their bandwidth was overleaded, it was the most visceral reporting I could find. Talk about information; this was stunning.

As I write this, Interdictor reports that food and water is now getting to the victims who are in the most inhumane conditions. He says the city is starting to feel safer. I am in awe of the courage and resilience of all the people who were and are in the Gulf Area. We, as librarians and as citizens, will certainly be dealing with this event in many ways for years to come, but personally, right now, what will make a difference is aid. The people there need money. Give. Give a little more than you can. Give enough that you give up something you want. I trust you will be glad you did.

TORONTO: A NEWCOMER REPORTS

By Heather Gamberg

SLA-SF Webmaster and Bayline Co-Editor

I wanted to share my thoughts on my first time attending a professional conference. I am referring to the Special Libraries Association Annual Conference that took place June 5 – 8 in Toronto, Ontario. Why did I choose to attend this conference? Well, for one thing, I have never been to the eastern part of Canada. In fact, the only part of Canada I visited before Toronto was British Columbia when I was a child.

I also wanted to boost my enthusiasm for the track I have chosen to follow as a Master of Library and Information Science student at San Jose State University: special libraries, of course. Actually, I can't really get more excited about a future working in special libraries. It is exactly what I want to do. To be honest, the main reason I went to SLA Toronto was to learn more about the association and network with its members.



Heather finds a fellow nugget hunter in Toronto

I was satisfied in all respects. Toronto reminds me of the city I recently moved to and have always loved: San Francisco. Situated by a large body of water, Lake Ontario, the city boasts a thriving financial district, inviting cultural neighborhoods like Kensington and Chinatown, and lots of special librarians. I was lucky to share a reasonably priced hotel room with fellow SLA-SF member Michele McGinnis, who let me tag along while she toured the city on foot. We arrived the evening of Saturday, June 4, and spent most of Sunday exploring. Highlights included lunch at Hungary Thai, a restaurant serving schnitzel and pad thai. I saw my first black squirrels, the only sight I was industrious enough to capture on film. I am a lifelong California resident and have only seen the gray variety of these rodents. The only thing that took me by surprise about Toronto was the humidity - I am used to the dry Sacramento Valley heat.

The conference itself was packed with popular sessions and, unfortunately, some of the smaller rooms were

packed with attendees. I hope next year the session rooms are larger. As I am new to librarianship, I had only heard of Mary Ellen Bates. Her sessions on marketing (yourself and your library) and search tips were very popular and worth staking out a seat. The morning general sessions each left an impression on me. Don Tapscott made a case for librarians being more necessary than ever in this time of transparency, Bill Buxton said librarians can help make technology work for people, and Gary Hamel encouraged librarians to be flexible and adaptable in these ever-evolving times. All of them made me glad I am studying to be a librarian at this time in history.

Then there were the receptions and parties. I cannot – and probably do not – need to tell you how many people think a library conference would be *boring*. They are so wrong. I had a great time roaming from reception to reception with a companion from the Southern California Chapter of SLA. The Dialog party at the Canadian Broadcasting Corporation headquarters, featuring a variety of food and a DJ spinning dance tunes, was a blast. But I had the most fun at the News Division reception on Monday evening. I was neither a member of the division yet nor had I RSVPed to attend the reception, but the group made me feel welcome by presenting the other first-time attendees, students, and me with bags of goodies.

Not only did that reception encourage me to join the News Division, but it also inspired me to write about news librarianship for my New and Alternative Careers for Library and Information Professionals seminar this summer. I can report that again the news librarians welcomed me, this time by answering a questionnaire I posted on their discussion list. Now I am looking forward to a fall semester internship at The San Francisco Chronicle under the guidance of the paper's Director of Research, Richard Geiger. I also eagerly anticipate next year's SLA Annual Conference in Baltimore. While the humidity will probably prove challenging again, the connections, inspiration, and education promise to make the event worthwhile.

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IPLC CONFERENCE REPORT

Striking a Fair Balance Between Vendor and Information Professionals' Requirements

By Nancy Adams
Librarian, LECG, LLC

When I saw the above title listed as one of the programs at the Information Professional Learning Conference, presented by Perfect Information, I knew that I wanted to attend. Other sessions, such as business continuity and information recovery, e-copyright, and the black art of competitive intelligence fit in with some of my newly-added responsibilities, so I went straight to my manager for approval. The only hitch seemed to be that these programmes (as they were described in the flyer) would take place in a five-star hotel outside London. I persisted, nagged, offered to use my own frequent flyer miles, agreed to do some training in our London offices, and finally got approval to attend at the firm's expense, which is how I found myself the only American at this conference.

If you have a chance to attend this in the coming years, by all means do so. It was a small gathering of about 60 people, mostly librarians from law firms and financial institutions plus a smattering of vendor representatives, so it was easy to get to know my fellow participants. The programs were a mix of panels, speakers, and breakout groups over two days. Added into the mix were delicious meals, tea breaks, a formal dinner, and networking workshops that involved skeet shooting and learning to herd ducks with sheep dogs. Unfortunately, I was having too much fun to take pictures.

The most interesting presentation for me was the panel on vendor negotiations and the small group discussion that followed. The moderator of the panel, Peter Sefton-Williams of Examiner Consulting Ltd. (www.examinerconsulting.com) had recently published a study on the pricing transparency

of 36 information vendors and found that only about a third of them had published prices for their products. Another third released some information, and the remaining companies would only discuss prices in the context of contract negotiations. This lack of transparency leaves vendors in possession of all the pricing information and makes it difficult for the customer to know whether s/he has overpaid or struck a bargain. It also pits sales professionals, whose training and compensation are focused on making sales and closing deals, against librarians whose profession supplies answers and locates information: Not a fair fight at all.

The remaining panel members were Mark Jewell of Lehman Brothers, Greg Simidian of Perfect Information, Angus Davidson of Bureau van Dijk, and Dermot Corrigan of LexisNexis Butterworths. They suggested customers should always know the basis for a vendor's pricing as well as the vendor's unique content, data organization, overall systems, or support and training. The customer will make a better business decision if they are specific about what services they will pay for. If you train your users yourself, for example, try to unbundle the training function from the contract and purchase single sessions on an as-needed basis.

The vendors were surprisingly candid about how they work and what buttons can be pushed to get better deals. Company consolidation results in similar product lines. Vendors are looking for ways to differentiate themselves from their competition

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while still benefitting from a good deal. A company can "daylight" their advantage over the rest of the pack by offering a program of transparent pricing and better contract terms. Transparency results in a sale that benefits the vendor company. Smaller companies are usually easier to negotiate with and both large and small companies will often trade a longer contract for a bigger discount.

Keep a log of problems that arise during a contract period to present to your salesperson at renewal, even if the problem was resolved at the time it arose. Contract renewal may be the time when you have the most leverage to get concessions, so use whatever you have. To forestall renewal problems, particularly with those pesky automatic renewals, send a cancellation letter with every contract you do sign. The vendors said they appreciate receiving them because the cancellation letter both tags an unhappy customer who should be removed from their customer base and it gives the vendor clear feedback for their buyers. A company may be able to capture new customers by tracking the need for different and/or new products for an unsatisfied customer.

Remember that salespeople are not involved in product development. Their focus is on getting you to sign that paper, so save your suggestions for enhancements and improvements for a time other than during contract renewal. The vendors in the breakout session admitted that they really have one motive when they chat you up at the beginning of their visit: Responses to their questions. They do not really need to understand how your business works in order to make a sale. However, the consumer (you) should learn how their company works so you will know who to go to when there is a problem that your salesperson cannot resolve.

Finally, if you find a salesperson who is responsive to your needs and whom you feel is working fairly with you, never let him or her go. When the inevitable vendor reorganization occurs, call the district manager and ask to keep working with your person. The main priority for any product company is to keep their customers. They want your business. They usually will accommodate any request to keep you and your compatible rep together.

And with that, we went out to herd ducks.

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Some of our EJS team, left to right,
Meg Wates, Gary Coker, Oliver Pescos, Rosalind Bentley,
Michael Moyer, Feng Jackson.

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MECHANICS' INSTITUTE TOUR

Barbara Janis
Librarian, Presidio Trust

The venerable halls and library of the Mechanics' Institute were the site for the most recent chapter tour on June 27. The Art Deco mural at the lobby entrance, with its themes of spirituality, the ideal, nature, and the arts, provides a fitting transition into this nearly 100-year-old landmark structure.

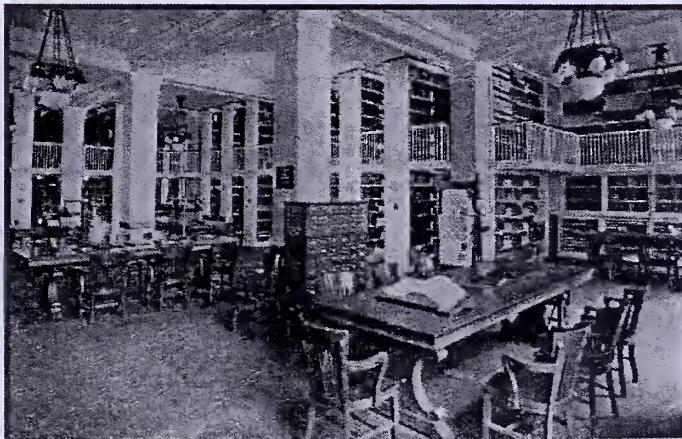
We gathered at the fourth floor reception area for our usual convivial networking – made all the livelier by the choice selection of wines and tasty treats provided by tour leader Sandy Malloy. In the adjoining conference room, Library Director Inez Shor Cohen gave us a brief orientation to the Institute and then we broke up into small groups with docent-led tours of the floors.

The history of the Institute is revealed in the framed photographs and artwork. The industrial fairs, which the Institute sponsored, promoted local (California) industry as opposed to goods imported from the East (read East Coast!). Images taken by noted photographer Edweard Muybridge are among the highlights of the current historic photo exhibit, *After the Gold Rush*, which documents the Institute's achievements.

The 1906 earthquake and fire devastated the Institute's home, then at 31 Post Street, and much of the collection was lost. In its present location at 57 Post Street, the Institute continues its legacy of literary events, a lending library, adult education, entertainment, and most notably a Chess Club. The latter, long a male bastion, now encourages junior players and sponsors a women's only class on Sunday afternoons.

Inez shared with our group plans to renovate the Archives Room, which is currently lined with glass-paneled bookcases, and the Class Room to provide a multi-purpose room for classes and to house the entire archival collection, much of which is unavailable to researchers at this time. A recent acquisition is the compact shelving housed in the basement. What spurred the board to approve this acquisition was that it would make possible the growth of the collection to the pre-1906 level of 200,000 volumes.

If you missed the chapter tour, general tours are scheduled each Wednesday at noon. Do check their website for the latest information www.milibrary.org



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GEIGER RECEIVES NEWS DIVISION AWARD

By Marlene Vogelsang
Librarian, Pacific Gas & Electric

At the SLA conference in Toronto, our own Richard Geiger received this year's Joseph F. Kwapis Memorial Award by the News Division. It is the division's highest form of recognition, rewarding achievement in news librarianship and service.

The award was presented at the News Division banquet, held this year at the beautiful Casa Loma mansion. Donna Sheeder, Richard's longtime colleague and friend, presented the award to a delightful collage of Richard's antics - whoops, I mean contributions - to the News Division. Richard, true to form, accepted the award lyrically: singing his acceptance! You can enjoy both Donna's presentation and Richard's "speech" at <http://parklibrary.jomc.unc.edu/2005awardsToronto.html>. His lovely wife, our friend, Susan, and his sister Judy accompanied Richard to the event.

Richard has been library director and research director at the Chronicle since 1984. From 1980 to 1984, he was positioned as library manager of the San Jose Mercury News, and was a librarian at the Chronicle from 1976 to 1980. He has worked in libraries since 1969. He received a master's degree from the UCLA School of Library and Information Science in 1975.

Richard Geiger has been a member of SLA since 1974, and his first SLA conference was in Washington, DC, in 1980. He served as chair of the News Division, 1988-89, planning the 1988 Denver conference. He also served as treasurer, 1985-87 and was president of the San Francisco Bay Region Chapter, 1991-92. Richard served two terms on the SLA Board of Directors, as a director, 1993-96, and as SLA treasurer, 2000-03. He also chaired several SLA committees for the organization including Public Relations, Strategic Planning and Finance, and was named a Fellow of SLA at the Nashville conference last year.

His professional activities have included program planning, speaking and moderating at SLA, Knowledge Management World/Intranets and Internet Librarian conferences. Congratulations from all of us.



Richard and Susan
Enjoy the moment



Richard "Ziggy" Geiger Accepts Kwipal Award:
Crowd Goes Wild, Police Called to Quell Disturbance.
SLA International Issues Apology

Ziggy's backup group,
The Stardusters*



(*SLA Conference
entertainers
The Finnish Choir)

HALLWAYS: LIBRARY SCHOOL TODAY

What I Did on My Summer Vacation

By Deirdre Cerkanowicz

MLIS Candidate, San Jose State University School of Library and Information Science

Remember the good old days, when you looked forward to summer? No classes, and after a long hot vacation full of poison oak, mosquito bites, and sunburn you reluctantly returned to school ready for the ubiquitous "What did you do on your summer vacation?" essay. It may have been vacation time for some, but many San Jose State University School of Library and Information Science students were hitting the books – and keyboards.

Most regular-term SJSU courses are taught at the San Jose and Fullerton campuses during the summer sessions and run the gamut of librarianship. Information and Society, Information Retrieval, and Information Organizations and Management, the three core classes required for every SLIS student to graduate, are available. Many prerequisites for many other classes are also offered.

This summer, my colleagues were busy taking classes in Records Management, Marketing of Information Products and Services, Interpersonal Communication Skills, Cataloging, Online Searching, Vocabulary Design, Information Technology Tools, Archives and Manuscripts, Resources for Children, Resources for Young Adults, Collection Development, Design of Instructional Strategies, Library Services for Racially and Ethnically Diverse Communities, and a seminar on Storytelling and Alternative Careers for Librarians and Information Professionals.

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And for me? I took Library 220-12: Resources and Information Services in Professions and Disciplines. I enjoyed the topic and learned a lot. Through our online classroom, Blackboard, geographically scattered students could communicate with the instructors and each other. My class was taught by Irene Lovas and Janet Hobbs, two great medical librarians from Cedar Sinai Medical Library in Los Angeles. We downloaded lots of PowerPoint Presentations with links to articles, websites and tutorials. There were readings from two suggested textbooks: *The Medical Library Association Guide to Managing Health Care Libraries* by Ruth Holst and Sharon Phillips and *Introduction to Reference Sources in the Health Sciences* by Jo Ann Boorkman, et al.

In addition, there were two-day classroom sessions held in Northern and Southern California. The first day we met each other and gave PowerPoint presentations on topics as varied as Complementary and Alternative Medicine, MDConsult, PsychInfo, Pregnancy and Lactation Resources, and Health Literacy & Public Librarians. My presentation was on Health Funding Resources. We evaluated

Hallways continues...

Hallways continues...

each presentation and Irene compiled them, adding her own comments and sent them on to each of us. The feedback was very helpful. Our instructor said she was impressed with the professionalism of our presentations. So was I.

On Sunday Ysabel Bertolucci, the health sciences librarian from Kaiser Permanente Medical Center Oakland, shared her expertise with us. She dispensed knowledge and a useful packet of recent job listings in local health libraries. I think we all felt encouraged by her presentation content and were especially heartened by her strategy suggestions for entry-level job seekers.

Other assignments in my class included synthesizing each group's comments on weekly readings and submitting them via Blackboard. I found this an interesting and useful exercise. Even though we all read the same article, we had different experiences and opinions on the topic. We learned about Evidence Based Medicine, Loansome Doc, FreeShare, DOCLINE, PubMed, MedlinePlus and many other scientific and medical databases. We familiarized ourselves with organizations like the Medical Library Association, the National Library of Medicine and the National Network of Libraries of Medicine.

There was an emphasis on MLA, but as a new SLA student member I wanted to see what SLA had to offer. I found the biochemical/medical division web site, <http://www.sla.org/division/dbio> and browsed around. I took a look at Biofeedback, the newsletter for the Division. I was delighted to see Michele Tennant's name there because I had heavily relied on some of her articles for a paper I wrote on Informationists. She had just been awarded Academic Medical Librarian of the Year by the Medical Library Association. Another SLA member, Patricia L. Thibodeau, received the MLA President's Award. Then I browsed through the names on the BIO Longevity list and found Prudence Dalyrmple, who I also cited in my paper. I checked out the members' websites and The Proceedings of the Contributed Papers Session-Biomedical and Life Sciences Division, 1997-2005 and discovered The Systems Thinking Perspective Project at <http://www.sla.org/division/dbio/Systems/aboutus.htm> which was very interesting and useful for all kinds of library settings. Needless to say, I was impressed with SLA's Bio/Med Division

That is how I spent part of my summer. My other time was spent at an unpaid practicum at the Foundation Center-San Francisco – a valuable experience. If I were not so busy with two part-time library jobs, (one with the Foundation Center) and school, I would do another one. Practicums can be completed anytime but summer is a good time for some students.

Here is my question to you: What can working special librarians, SLA, and SLA-SF do to help SLIS students become well trained and productive informational professionals? And here are a few of my suggestions:

Be a Mentor. I know that MLA has a program that brings together a professional and a student with an online application form for students seeking mentors. I do not see anything for potential special librarians available through the SLA website.

List Student Advisors for all Campuses: The SLA Student Groups and Advisors page <http://www.sla.org/content/community/sgroups/sgf.cfm> lists Rebecca Barber as an advisor in Northern California but I did not see an advisor listed for SJSU's Fullerton site.

Offer Easy Access to Local Chapters/Divisions: The list of Association links on the SLIS site includes SLA but there were no links to the San Andreas, Sierra, or San Francisco Bay Area Chapter, although I did see listings for other national organizations' local and regional chapters.

Practicum/Internships: SLA members can help by actively seeking students for internships and practicums. It can be a win-win experience. For more information please go to <http://slisweb.sjsu.edu/classes/practicums.htm>

So, what are *you* doing next summer? I hope, "Having a SJSU SLIS student intern at my workplace," will be your answer. You will not regret it.

Deirdre Cerkanowicz is a graduate student at SJSU SLIS. She currently works part-time as a Library Assistant at Berkeley Public Library and as an on call assistant librarian at the Foundation Center in San Francisco. She is a Richmond Public Library Commissioner and a founding member of the Richmond Public Library Foundation. She is especially interested in fundraising and marketing for libraries. She can be reached at dcerkano@slis.sjsu.edu.



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MOSAIC

By Rochelle Richardson

First off, welcome back from the summer and welcome to our new chapter members:

Emily Reich, student

Kristin Olson, student

Carol Pearce, student

Judy Strelbel, student

Ken Haycock, Ken Haycock & Associates, Vancouver, BC

Alice Olsen, McDonough Holland Allen PC, Sacramento

It has been a busy summer for our members and a few highlights are offered here to share:

Jaye, Paul and William Lapachet spent a week in April at Walt Disney World in Florida. The vacation was an extended family vacation with most of Paul's family from around the country and Europe. After arriving on a red-eye at 6am, they went straight to the hotel, checked in and hot-footed it to Animal Kingdom. Subsequent days were spent at Magic Kingdom (the Disneyland equivalent), Epcot, and MGM Studios. They also spent an evening at Downtown Disney where they especially enjoyed the Mr. Potato Head 'bar' in Once Upon a Toy. At the Mr. Potato Head 'bar', people could fill up a box with as many Mr. Potato Head accessories as possible for one fixed price. Without the potato body, Jaye and Paul were able to fit 42 (count 'em, forty-two) accessories into the box including a Sorcerer's Apprentice hat, Mad Hatter hat, Mickey shoes and Mickey Mouse ears. Impressive!

In May, after her successful Walt Disney World vacation, Jaye received the NOCALL Professional Achievement Award for 2005. The text of the press release is included here:

"The membership and Executive Board of the Northern California Association of Law Libraries (NOCALL) is pleased to announce that **Jaye A.H. Lapachet**, Library Manager at Coblentz, Patch, Duffy & Bass LLP, is the recipient of the Professional Achievement Award for 2005.

Jaye has contributed a great deal to the Bay Area law library community, including taking a leadership role in the ongoing work of the San Francisco Mid-sized Law Firm Library Group. In addition, her efforts have led to the production of a Disaster Planning template that is easily adaptable to the needs of law firm libraries everywhere.

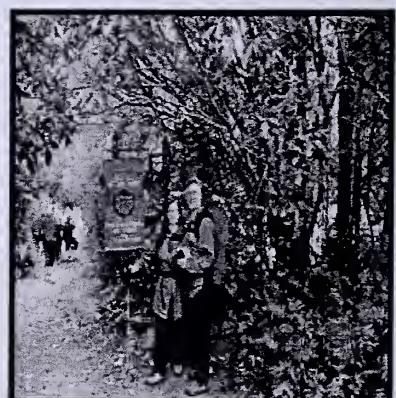
Jaye is a bold and tenacious advocate for law librarians and quality library and information services. She will be honored at the NOCALL May Business Meeting at the Marines' Memorial Club in San Francisco, and will be awarded a commemorative plaque."

Congratulations, Jaye!

In April, after seeing her youngest daughter married, **Bonnie Willdorf** took a much-needed three-week vacation to New Zealand with her husband to celebrate a milestone birthday (his). They walked the Milford Track, kayaked in Abel Tasman National Park, and met a lot of friendly people from all over the world. Best wishes to Bonnie's daughter and congratulations to her husband on the milestone birthday! Bonnie has kindly forwarded a photo taken at Sandfly Point on the Milford Track.

Rosie Levy reported that it was a busy May and June for her. She graduated from SJSU with her MLIS and was married in Gualala, California. Actually, both ceremonies happened on the same day! Given the geographic challenge, Rosie was able to attend only one ceremony in person (she chose her wedding). After some relaxation in Kauai, she attended her first ALA meeting in June, and began searching for her first post-grad position. Again, all kinds of congratulations and best wishes to one of our members.

Rosie is currently the Program Manager of San Francisco's "One City One Book: San Francisco Reads!" and she wrote to fill us in on the program. This summer, San Franciscans throughout the



Intrepid travelers at Sandfly Point, New Zealand

Mosaic Continues ...

Mosaic continues...

city read *China Boy* by Gus Lee, a riveting novel about a six-year old Chinese immigrant named Kai Ting who attempts to make a life for himself in San Francisco's Panhandle neighborhood during the 1950s. Rosie encourages all SLA members who live or work in San Francisco to get involved by choosing the One City One Book selection for your personal book clubs and by encouraging your libraries, companies, and organizations to read the book and come together to talk about it.



Looking for sunglasses at Piazza S.S. Annunziata

Discussion guides and materials will be available soon in printed form and on the SFPL website <http://sfpl.org/news/onecity.htm>. Author visits, neighborhood branch and bookstore discussions, and other special events are also in the works. Rosie would love to hear from everyone who decides to participate in any way, and she is happy to answer questions and hear your ideas.

And lastly, your Mosaic columnist, **Rochelle Richardson**, jumped at the opportunity presented by her husband's international business trip to meet up with him in Germany and enjoy her first European vacation. Rochelle spent a few relaxing days acquainting herself with picturesque, easygoing Marburg while Mr Grasseschi finished up his meetings. Afterward, the two of them hopped on the train, spent a night in gorgeous Lucerne, Switzerland, and proceeded on to Italy. They did a lot of sightseeing in Florence, Pistoia, and Lucca (where they were tickled by the phone book page that contained the listings for the local Grasseschis) and finished up the vacation in Siena. Another trip to Italy is definitely in the cards, but next time, there will be far more sitting and far less walking.

As always, a big "thank you" to everyone who sent in items for the column. Please keep items coming and send news of your personal and professional accomplishments to me, Rochelle Richardson, at rocheller@email.com.



Michael Douglas convinces Wess John and Tatsuo to pause during the SLA Toronto festivities to sign autographs

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TRIPPING IN WINE COUNTRY

By Mark Mackler

California Department of Justice
Attorney General's Library

On May 7, the Chapter's first Wine Tour commenced when 28 members and guests boarded a chartered bus from Rockridge BART. Our first stop was the Sonoma County Wine Library in Healdsburg. Bo Simons, the Librarian, delivered a fascinating presentation of the history of the Library as well as the particular strengths of its resources. Its focus is the business, technology and history of the wine industry. One of its rare book treasures is the 1656 law passed by Parliament "limiting and settling the price of wine." Oliver Cromwell called this the "Parliament of Fools."

The Library's current building was constructed in 1988 and the operation is an unusual public-private venture. Although it is run by the Sonoma County Library System, it is supported by the local, national, and international wine industry. The Library serves the public and the entire wine industry including the Napa Valley growers. Because my own tastes in wine are so pedestrian, I was unaware of the rivalry between the Sonoma and Napa Valleys. Bo, in a good-natured way, explained it all to us.

After the Library tour, we were off to the Dry Creek vineyards. Dry Creek was founded in 1972 and specializes in varieties of Zinfandel and Fume Blanc. Dry Creek is a mid-sized producer, meaning it makes about 100,000 cases of wine each year. After the Dry Creek wine tasting, we enjoyed a great lunch there.

Our final stop, made possible by Bo Simons, was a special tour at the Gallo operation. Gallo's focus is the production of Cabernet, Zinfandel, and Sirah wines. Gallo was founded in Modesto in 1933 by Ernesto and Julio Gallo and has nine sites in the Sonoma Valley alone. During our tour, we actually went out into the vineyards where we learned about the specifics of wine cultivation.

What is essential to produce a great wine? Most important for that world-famous perfection are warm days, cool nights, and rocky soil. Another interesting point is that it takes five to six years before the product can be harvested from a newly cultivated vineyard. Our Gallo guide stressed Gallo's commitment to the environment. For every acre they cultivate, they take another acre out of production so the soil can recuperate.

As you might have guessed, there was an enormous difference between the scale of Dry Creek's "midsize" operation and the Gallo operation. It was interesting to see the contrast of a small producer and a large scale corporation. Also of note is that at the time of our visit, at the very beginning of the growing season, the vineyards were quite laid-back and low-key. However, when the harvest season begins in the fall, the vineyards are non-stop busy. For the length of the harvest, the farm workers are busy seven days a week – all day and all night – picking and processing those beautiful grapes that will become a good or even perhaps a great glass of wine for your table.

At the end of the afternoon, we left the beautiful Sonoma Valley and headed back to Rockridge. I can report that the return trip was ever so quiet. Most of your colleagues were fast asleep. I wonder why.



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SLA HONORS

Waggoner Inducted into SLA Hall of Fame

By Chris Orr

President, San Francisco Chapter SLA

Phyllis Waggoner was inducted into SLA's Hall of Fame this June in Toronto. Although she was unable to attend the ceremony, chapter President Chris Orr was there to accept the award on her behalf.

In July, Chris delivered the handsome statuette to Phyllis at her home in San Francisco. Phyllis was chapter President from 1948-1949 and has been an SLA member for over 60 years.



SLA-SF leadership in full flower (from left): Mirian Ciocan, Deb Hunt (SLA-SF Chapter Past President), Chris Orr (SLA-SF President), and Phyllis Waggoner

During her term as President, our chapter grew by more than 25%, the *Bulletin* (now *Bayline*) ran its first paid advertising. The chapter contributed to the reorganization of the Special Library course curriculum taught at the School of Librarianship at UC Berkeley. Phyllis retired from the Federal Reserve Bank's library in 1981 but continued her involvement in SLA by participating in the Elections Committee. There are full bio details in our Sept-Oct 2004 issue, when Phyllis received our President's Special Recognition Award for our chapter's 80th anniversary. Deb Hunt (current Past-President), Tamara Horacek (Awards Committee) and Marie Tilson (current Archives Chair) were instrumental in nominating Phyllis to the SLA Hall of Fame. We are proud that SLA Headquarters has honored Phyllis and our chapter with this recognition of fruitful service.

Rita Evans Receives 2005 Chapter Professional Achievement Award

Beth Graham

Chair, SLA-SF Award Committee 2004-2005



Rita Evans

The San Francisco Bay Region Chapter's annual Professional Achievement Award recognizes a member who has made notable and enduring contributions to the Chapter and the profession. Join me in congratulating Rita Evans, our 2005 recipient. A positive force in our chapter and an enthusiastic mentor to many of our members, Rita is a natural leader, an invaluable team-player, and an author/editor-extraordinaire.

"You have no idea how much this means to me," Rita said, on being told of her award. "To be chosen by my peers in this outstanding chapter is simply wonderful! I remember being terrified going to my first few chapter events because I didn't know anyone, but Beth Edelstein, Tim DeWolf, Cris Campbell, Marie Tilson, Jean Sansobrino, Linda Vida, and many, many others welcomed and mentored me. I've tried to follow their example in reaching out to new members and I treasure the enduring friendships I've made through SLA." Active in SLA for 27 years and with the San Francisco Bay Region Chapter since 1986, Rita was Chapter President from 1997 to 1998. During her tenure she revamped committees and initiated the annual Past Presidents Dinner. She has also chaired the Tours, Public Relations and Strategic Planning committees and served on the Professional Development, Program and Web committees.

Honors continues on next page

Honors continues

In 1992, Rita began a three-year stint as Bayline editor. "While producing the bulletin sometimes had me in tears the night before a deadline, as with every commitment I've made to the chapter, I certainly got back as much as I gave. It was great producing a tangible product every two months. And anyone who knows me knows how I love to expound on topics great and small; writing 40 pieces for Bayline between 1988 and 1996 let me do that." On the division level in SLA, Rita was one of the founders and the second Convener of the Solo Librarians Caucus, now one of the association's larger divisions. Rita joined the Transportation Division in 2002, edited its newsletter from 2002 to 2003 and was elected a division board member as Secretary/Treasurer in 2003.

After almost 25 years in corporate libraries at Gulf Oil, Westinghouse, and Dolby Laboratories, in 2001 Rita became Reference Librarian at the University of California, Berkeley's Institute of Transportation Studies Library. Away from work, Rita's idea of a perfect day includes hiking on Mount Tamalpais and listening to the SF Giants on the radio while gardening. Her leisure reading tends towards short stories, natural history and the history of technology, and "I never, ever miss an issue of Sports Illustrated." As the Right Reverend Rita (aka the Reverend Champagne), she designs and officiates at one-of-a-kind wedding ceremonies.

You are one-of-a-kind yourself, Rita. Thank you for all you have done for us.

Golden Gate Chapter American Society of Indexers Presents
Thematic Term Selection with Sylvia Coates
September 10, 2005
10:30 am - 2:15 pm
Orinda Library (Garden Room)
24 Orinda Way
Orinda, California

The Thematic Term Selection presentation will be a hands-on workshop on term selection and building an index structure while speeding up the indexing process.

This thematic term selection approach is taught in the UC Berkeley indexing course. Using this approach, building a thematic index structure as the index entries are selected, results in a time-efficient indexing process increasing both the index quality and indexer profitability.

Three different pieces of text and indexes will be deconstructed and discussed during this 3 1/2 hour workshop. The texts used will range from a very simple one to a scholarly text.

Sylvia Coates has been a full-time freelance indexer since 1989. She works for academic, textbook, trade book, and university presses. Sylvia began teaching indexing in 1999 as one of the USDA instructors. After teaching that course for several years, Sylvia developed the UC Berkeley Extension distance-learning indexing course which opened in October 2004. She lives in Orinda, CA with her husband and may be reached at sylvia@sylviacoates.com

Schedule:

10:00 am - 10:30 registration, set-up, greetings, and anticipation
10:30 -12:00 Sylvia's presentation, part 1
12:00-12:45 Box lunch from Yali's Cafe, Oakland
12:45-2:15 Sylvia's presentation, part 2

Sylvia is donating her services to the chapter (thank you, Sylvia), so we are able to offer the workshop at the low rate of \$40 for members/students and \$50 for nonmembers. There will be no late registration fee, but last-minute registrants risk not getting a handout or lunch.

For details, call or e-mail Janet Russell 925-689-1998 or jrussell@alumni.reed.edu

The SF Bay Region Chapter of the Special Libraries Association and BayNet Present: **Beyond Google: Web Search Tricks and Treats With Gary Price**

A Professional Development Half-Day Workshop

Date: Monday, October 31, 2005

Location: Pacific Energy Center
851 Howard Street (Between 4th and 5th Streets)
San Francisco CA 94103

Time: Check-In at 8:30 am (Continental breakfast will be served.)
Workshop from 9:00 am to 12:00 pm

Join Gary Price for a lively half-day workshop designed to hone your web research skills, open your eyes to new search techniques and tools, and get you thinking about new ways to approach online and web research.

Gary Price is a librarian, information research consultant, and writer based in suburban Washington D.C. A native of the Chicago area, he earned his Masters of Library and Information Science degree from Wayne State University in Detroit, Michigan. Gary is the editor and compiler of ResourceShelf (<http://www.resourceshelf.com>). This daily electronic newsletter is where he posts news and other resources of interest to the online researcher. He has also compiled several well-known web research tools including Price's List of Lists and "direct search", a compilation of Invisible Web databases. These and other compilations have been mentioned in numerous publications including The Washington Post, The Guardian, and The Chronicle of Higher Education. Gary is a frequent speaker at professional and trade conferences, a contributor to Searcher magazine, and the co-author with Chris Sherman of *The Invisible Web*, published by CyberAge Books.

Please note: Because of limited seating in the Center, your registration payment must be received by October 17, 2005. There will be no onsite registration.

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Space is limited, so please respond by October 17, 2005

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SLA-SF Upcoming Events

SLA-SF Chapter Dinner Meeting
October 11, 2005

Professional Achievement Award Recipients Honored

Special Speaker for the Evening:

New and Emerging Technologies – What impact are they having on libraries and library users?

We read and hear about new and emerging technologies and various applications that libraries are using but what kinds of successes and lessons are there for those who are still thinking about implementing those technologies? Does the technology factor outweigh the content factor? Is the intended audience ready for the new applications? What effects are the technologies having on librarianship? Marc Strohlein, Vice President and Lead Analyst at Outsell Inc. will discuss applications with new tools that are being implemented in different types of libraries around the country. Mr. Strohlein will also share his observations on the trends he sees emerging from the those early adopters.

Outsell, Inc., based in Burlingame CA is the leading research and advisory services firm for the information industry. The Outsell, Inc. team works with buyers and sellers of information to provide high-quality, fact-based research, analysis and recommendations for clients worldwide.

**Watch for details on the SLA-SF Chapter Website
Or the announcements on the discussion list and reflector**



SLA-SF Calendar

SLA-SF Chapter Dinner Meeting Professional Achievement Award Recipients Honored

October 11, 2005

Location: Check Chapter Website, Discussion List, and Reflector for Information

Gary Price Workshop

Beyond Google: Web Search Tricks and Treats

Monday, October 31: 9:00 am - 12:00 pm

Location: PGC Energy Center, San Francisco

Blogging: The Future of Media?

SLA-SF Chapter Dinner Meeting

Wednesday, December 7

Location: TBD

Image Libraries

SLA-SF Chapter Dinner Meeting

Tuesday, February 7, 2006

Location: TBD

Joint Meeting: San Andreas and San Francisco

SLA-San Andreas Hosted Dinner Meeting

Wednesday, March 1, 2006

Location: TBD

Neighborhood Dinners

April 3 through 9, 2006

Location: TBD

SLA-SF Chapter Tour

More Details to Come

Monday May 1, 2006

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A Hidden Talent?
A Desire to Give?

Do you want . . .
An Opportunity to Learn?
An Opportunity to Grow
Professionally?

Get involved! Join a Chapter team. Write an article for the Bayline. Mentor a library student. Volunteer to meet and greet new members at a meeting. Your commitment will bring you satisfaction with new learning experiences and valuable professional contacts, and best of all, new friends. In addition to helping to insure that chapter functions and activities are carried out, you will have the opportunity to interact with colleagues and develop professional skills.

Go to <http://www.sla.org/chapter/csfo/volunteer2000.html>, the interactive form on the SLA-SF website or complete and email this form to the individual committee chairs. See page 2. Snail mail completed form to Chris Orr at Landor Associates, 1001 Front St., San Francisco, CA 94111.

Please select your area interest/s and fill in your contact information:

____ Academic Relations	Coordinates Bay Area student activities and mentoring
____ Advertising	Solicits ads for chapter newsletter/member directory
____ Archives	Maintains historically important Chapter documents
____ Bayline	Contributes or edits articles for the chapter newsletter
____ Consultation	Coordinates outreach & pro bono consultations
____ Directory	Publishes the Directory
____ Finance	Prepares Chapter annual budget and mid-year reports
____ Fundraising	Coordinates vendors to support Chapter activities
____ Government Relations	Monitors and reports on relevant legislation
____ Hospitality	Selects locations and arranges dinner meetings
____ Jobline	Updates online Jobline listings
____ Mailing	Coordinates Chapter mailings
____ Networking	Information liaison with other organizations
____ Professional Development	Organizes continuing education programs
____ Program	Selects topics & speakers - organizes meeting programs
____ Strategic Planning	Directs long-range chapter planning
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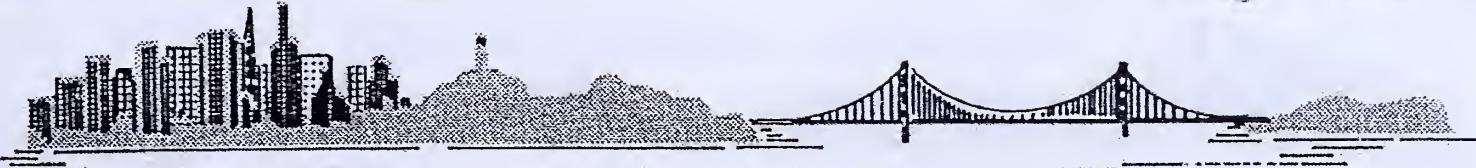
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Calendar events are updated bi-weekly:

<http://www.sla.org/chapter/csfo/csfo.htm>

BAYLINE



Bulletin of the San Francisco Bay Region Chapter
Special Libraries Association

November • December 2005
Volume 76 Number 2

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BAYLINE



Bulletin of the San Francisco Bay Region Chapter
Special Libraries Association

November • December 2005
Volume 76 Number 2

PRESIDENT'S MESSAGE

By Chris Orr

Life has many transformative moments, some predictable or anticipated, some unexpected or unwanted, after which we are not the same. Life completely changes. We get into grad school, agree to marry or divorce, the doctor tells us bad news, a parent dies, we get the job, we lose the job, we get the award, or any combination of these and other catalysts of change, in no particular order and with no guarantees. We are told, "Whatever doesn't kill you, makes you stronger," and I am inclined to agree, in spite of resisting change like any other mortal. If life offers inevitable turning points in the process of growth, natural disasters are another kind of transformative event. Earthquakes and fires are the top worries for us in the Bay Area, like hurricanes or tsunamis are for tropical communities. Though they can be predicted sometimes, natural disasters cannot be controlled. Nevertheless, we can attempt to calculate the risk and anticipate possible loss and recovery. "Hope for the best, but prepare for the worst" as the old English proverb goes.



Hurricanes Katrina and Rita, though far away geographically, came close in so many other ways, including bringing thoughts of disaster preparedness, of a semblance of readiness in spite of the unknowns. I find myself asking questions about what constitutes safety or what is it I might want or need to carry to the next stage of life following a major transformation. We think of safety for ourselves first, and should. As the often-quoted admonishment from the airlines says, "Secure your oxygen mask before assisting others." Have you exchanged emergency contact information with your friends and family? Have you created a red folder with your insurance, bank and medical information that you can grab if you have to leave your home? Consider this as a reminder if you have not.

As librarians, we are charged with protecting our collections and thus may find ourselves on the frontlines of disaster preparations and recovery. "Organize, preserve, provide access" are the everyday activities that we all share no matter what size or kind of information center we manage. Anticipating how to apply and extend our typical activities associated with our collections and clientele following a disaster is more than merely a hypothetical exercise.

I am very proud of the work of four chapter members who volunteered with other law librarians as part of the Mid-Sized Firm Librarians Group to create a template for business continuity planning to mitigate the effects of disasters like fire, earthquake, hazardous materials exposure and other threats. They designed the template for law firm libraries, but I find the tool applicable to corporate libraries in general and quite useful. Jaye Lapachet, Mark Mackler, Paula Lichtenberg, and Pati Traktman have posted the template and bibliography as PDF documents at <http://www.subjectsmatter.com/>. Contact one of them if you want to forward the link or need more information. In order to memorialize the librarians who were killed or injured on September 11, 2001, SLA headquarters has prepared a valuable and extensive resource list of publications, videos, web sites and organizations to assist with our preparations and responses to disaster. As you can imagine, this list delves deeply into how to salvage damaged materials of particular relevance to our profession. See <http://www.sla.org/content/resources/infoportals/memorial911.cfm>.

I wish you all a safe and enjoyable holiday season. I have stressed the inevitability of change in this column. That can be a scary place, but I hope you will take it in the spirit of helping each other. It is more than worthwhile to consider the effects of disaster, work to prevent or prepare for it, and to support victims of it. There is no better peace of mind.

Special Libraries Association San Francisco Bay Region Chapter

Executive Board

President
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The San Francisco Bay Region Chapter bulletin is published seven times for Volume 76. Publication dates for this Board Year are by the fifth day of September, November, January, March, May, September, November. The Special Libraries Association assumes no responsibility for the statements and opinions advanced by the contributors to the Association's publications. Editorial views do not represent the official position of the Special Libraries Association. Acceptance of an advertisement does not imply endorsement by the Special Libraries Association. Volume 76 Copy Deadlines: July 31, September 30, November 30, January 31, March 31, July 31, September 30.

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<http://www.sla.org/chapter/csfo/jobline/jobline.html>

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Editor's Notes



Drawing by brianas

What an issue! In addition to President Chris Orr's report and Rochelle Richardson's always-delightful Mosaic column – jam-packed with fabulous and juicy items about our members' activities and adventures – there are three articles on different special libraries in this issue.

Nancy Novitsky writes about the Water Resources Center Archives on the UC Berkeley campus. Vince Biggeman took on the Intersect column this issue with a report about his work at the Congressional Research Service and Praveena Raman submitted a delightful piece on the library at the Grand Canyon National Park.

Mimi Calter recaps the October 11 SLA-SF dinner event that featured Marc Strohlein from Outsell and the award for Professional Achievement to Rita Evans. Rita kindly submitted the full text of her moving acceptance speech. Congratulations Rita and kudos both to the Professional Development Committee and to the Events Committee.

If that is not enough for you to chew on, perhaps the article by Ruth Pennington Paget on serving the Chinese community through literature and her excellent bibliography of recommended reading for all age levels will suit your fancy. To top it all off, Rebecca Kozak offers a fascinating interview with Roy Tennant, the architect of the California Digital Library. Rebecca spoke to Roy as part of a class assignment for her MLIS program at San José State University.

I want to make note that four of our submissions are from MLIS candidates at SJSU. My hope is that future librarians will continue to contribute to the quality of *Bayline*.

With that, I am sad to announce that I must resign my position as Editor. I cannot begin to express my gratitude to the many people who made my tenure here so wonderful. At the very least, thank you Presidents Deb Hunt and Chris Orr. A special thanks also to Jon-Anne Sieffert, Judy Bolstad, Sara O'Keefe, Christine Nay, and Rosemary Hardy. Last, but not least, my thanks and best wishes go to Heather Gamberg who will take over the reins as Editor in the next edition.

Dunn

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HALLWAYS: LIBRARY SCHOOL TODAY

Serving Chinese Library Customers:

Some Must-Have Books for Understanding Chinese Culture

By Ruth Pennington Paget

MLIS Candidate, San José State University

When my San José State professor Ken Dowlin told our library management class that he designed the main branch of the San Francisco Public Library while he was the Director there with both his Chinese and American customers in mind, I became intrigued and saw a chance to put my undergraduate degree in Far Eastern Languages and Civilizations to use.

Professor Dowlin noted in his lecture that his Chinese and Chinese-American customers at the San Francisco Public Library (SFPL) tended to walk to the left when they entered a building and that Americans tended to walk to the right. These ambulatory patterns affected the SFPL's entry way and signage among other design details. Reading patterns, where the Chinese read their language right-to-left and Americans read their language left-to-right may account for these habits. With this example in mind, I have sought out some books that explain Chinese behavior and culture that will help librarians serve their Chinese customers better.

Books for Adults

China Lonely Planet Publications.

Guangdong province in southern China provided the largest number of immigrants to the U.S. and the Bay Areas in the 19th and 20th centuries. However, immigrants from all regions of China are now coming to the U.S., and the Lonely Planet *China* guidebook gives an excellent

background on the history of China's different regions and cities. The differences in the spoken language between Cantonese (spoken in Guangdong) and Mandarin (the Beijing dialect and the country's official language) are just as large as those between French and Spanish. The written language, which is the same everywhere, is what has united the country culturally.



Near Beijing

China gives ethnographic information in addition to touring data. In just 50 pages, *China* covers history, geography, government and politics, economy, population and people, educations, arts, society, conduct, and religion. A

mouthwatering section on cuisine describes the differences among northern, eastern, western, and southern schools of cuisine as well as discussing dining etiquette. *China* describes the social and cultural milieu of recent immigrants to the U.S. well.

Culture and Customs of China Richard Gunde.

Gunde's *Culture and Customs of China* forms part of the Culture and Customs series. General Editor Hanchao Lu remarks in his forward to the series that the U.S. has a deep interest in this region where three major wars took place in the last century.

In eight chapters, Gunde brings Chinese culture to life in lively prose describing 1) land, people, and history, 2) thought and religion, 3) literature and art, 4) music and dance, 5) food and clothing, 6) architecture and housing, 7) architecture and housing, and 8) holidays and leisure activities. Gunde provides a chronology of Chinese history including a list of dynasties, a guide to pronunciation, a glossary, and a discussion of China and its future.

This book provides an anthropologist's introduction to Chinese culture that will entertain as well as enlighten. The entire Culture and Customs of Asia Series invites reading for an understanding of the vastly different countries of Asia.



T'ang Summer Palace

Hallways continues...

Hallways continues...



Girl Playing Lute, Ming Dynasty (1368-1644)

Poems of the Masters: China's Classic Anthology of T'ang and Sung Dynasty Verse, Translator Red Pine (aka Bill Porter).

Red Pine writes that poetry is China's greatest art. While the Chinese have always held poetry in high esteem, it reached what the Chinese call their Golden Age during the T'ang (618 – 906 C.E.) and Sung (960-1278 C.E.) dynasties.

Red Pin gives the biography of the poet as well as the poem's background before launching into the English poem. Red Pine includes the Chinese verse for those who are fluent in Chinese. The background information shows that what looks like a sweet poem about the beauties of nature can often contain hidden critiques of the government.

The Art of War, Sun Tzu.

Sun Tzu wrote *The Art of War* during the Warring States Period (451 – 221 B.C.E.).

His book is as much about statecraft as war, as he describes how states must remain vigilant or become vassal states or suffer annihilation. As the textbook for Mao Zedong and modern Chinese leaders, it behooves everyone who wishes to understand China to read this slim book that has become a textbook in some American business schools as well.

Books for Young Adults and Children

Red Scarf Girl: A Memoir of the Cultural Revolution, Ji-Li Jiang.

As a young teen, Jiang initially participated in the Cultural Revolution by stomping on signs reeking of old ways called the "Four Olds." However, as her family's class status as former landlords became known, she was attacked in banners at her middle school. In Jiang's account of government sponsored anarchy, the last become first: Eventually the movement's leaders become targets themselves. Throughout the book, Jiang judges people based on their individual actions. One of her best friends is a Red Guard and so is her greatest enemy. The book reads like a thriller that illustrates the moral predicament that many Chinese found themselves in during the 1960s when the Cultural Revolution took place.

Moonbeams, Dumplings and Dragon Boats: A Treasury of Chinese Holiday Tales, Activities, and Recipes, Nina and Leslie Swartz Simonds.

Simonds and Swartz's book covers four festivals in its pages: 1) Chinese New Year and the Lantern Festival; 2) Qing Ming, which resembles Hispanic Day of the Dead in some aspects; 3) The Dragon Boat Festival; and, 4) The Mid-Autumn Moon Festival. Each chapter begins with an introduction that describes what happens on the festival, gives a folktale that often involves how humans trick a God using foods, craft and art activities, and a recipe for traditional food.

Hannah is My Name, Belle Yang.

Yang's picture book documents the hard years her family endured as immigrants in San Francisco in 1967. Her parents worked illegally and everyone rushed to the mail box hoping to receive their green cards. Yang shows us through her book that there is no shame in poverty and the love new Americans have for their country.

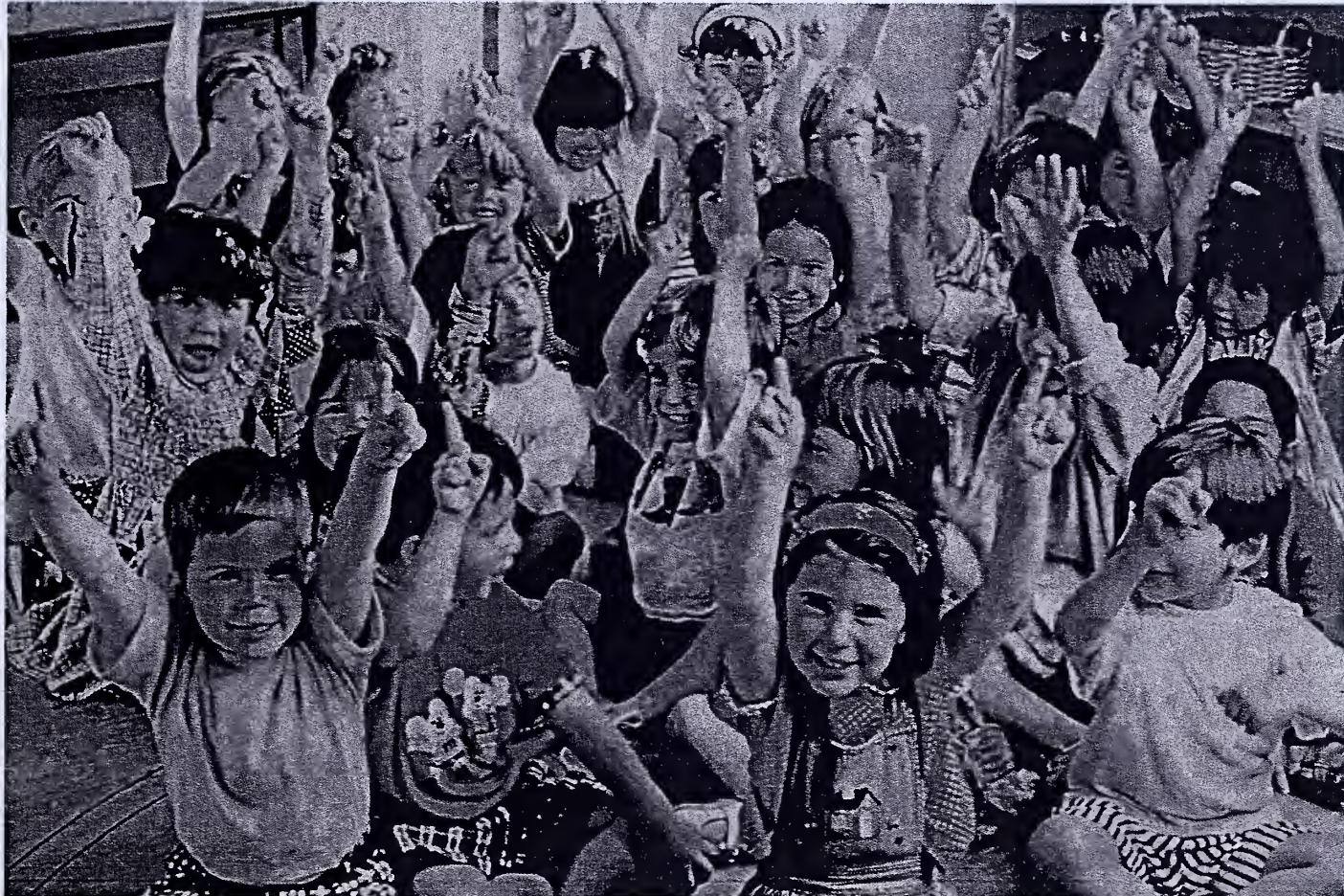
Learning Chinese culture is a lifelong experience, but these books will give you a start in the right direction.

Ruth Pennington Paget is a SLIS student at San José State University and the author of *China Hand: From the Great Wall to Olive Ball and Beyond*.



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TECHNOLOGY FORECAST KICKS OFF NEW YEAR

A Report on the SLA-SF October 11th Dinner Meeting

By Mimi Calter

The 2005-2006 SLA-SF events program year kicked off with a bang in October at a meeting that featured both the presentation of the annual Professional Achievement Award and an update on new library technologies by Marc Strohlein.

Rita Evans was the 2005 recipient of the Professional Achievement Award. Rita has been active in SLA for 27 years, and in the Bay Area chapter since 1986. She served as Chapter President from 1987 to 1988, chaired a variety of committees from Tours to Strategic Planning, and was a participant on many other committees as well. Deb Hunt presented the award and noted that Rita's contributions to the chapter go well beyond her list of positions. She also has been a mentor to many members of the chapter including other former Presidents! In accepting the award, Rita thanked the chapter for the opportunities it had given her to learn and develop in her career, and expressed special honor on receiving an award from her peers. She also noted that this award is special in that it does not look at achievements of the recent past, but at the accumulated work of a career. See the next article for the full text of Rita's speech.

Following Rita's award, Marc Strohlein, Vice President and Lead Analyst at Outsell, gave an overview of emerging technologies and their implications for libraries. Marc began by observing that while many of the specific technologies we are working with have changed, the major issues we struggle with are little changed from those we were working on ten or even twenty years ago. Though the term is now "content integration," we are still working to get the right information to the right people at the right time and in the right context.



Marc Strohlein

Marc also remarked that while individual technologies do have an impact, it is social trends that are the true driving force of change in the workplace. One key social trend driving change in the near future is the entrance into the workplace of the first generation of "Digital Natives." This young group has grown up with the internet and other digital technologies, and interacts with technology very differently from previous generations. Other developing social trends are the emergence and recognition of "amateur professionals" publishing on the web and in the blogosphere and an emerging indifference to traditional notions of intellectual property.

Technology is also bringing change to the publishing industry, which Marc Strohlein sees as having a major impact on libraries. The emerging online publishing technologies now means that

traditional publishers are no longer the only source of authoritative information. Blogs, local newspapers, and collaboratively published materials are becoming more standard. Publications are breaking out of their traditional containers as well. Content is becoming more granular and now may be indexed at the chapter or even paragraph level.

Next, he spoke about a survey that asked which technologies a corporation might implement in the near future. Results showed that RSS feeds garnered the most interest, followed somewhat closely by e-learning tools. Web conferencing, blogs, and content management were also mentioned, but do not yet seem to be "ready for prime time" in the corporate set.

In closing, Marc Strohlein said that now is a good time to be in the information industry. Change brings new opportunity and there is plenty to be excited about. He encouraged us to think business first and technology second; to look outside traditional containers; to use judiciously new, non-traditional sources, and to get information and context as close to our users workflow as possible.

A more detailed version of Marc Strohlein's presentation is available on the SLA-SF chapter website at: <http://www.sla.org/chapter/csfo/calendar/calendar.html>.

RITA EVANS: IN HER OWN WORDS

Rita Evans Speaks at the October 11, 2005, SLA-SF Dinner

At a librarians' meeting at UC Berkeley this morning, the chair of our group announced that I'd received the "Librarian of the Year" award from the Bay Region Chapter of SLA. While I certainly enjoyed the congratulations and round of applause that followed, it gave me pause, because one of the most meaningful and significant parts of this award is that it does not recognize me for what I did last year. It acknowledges a body of contributions made over many years, involving a wide range of activities, many, many hours of work, and priceless opportunities for collaborating with many, many wonderful people. That's what makes it very special.

Like just about everyone else in this room, I was filled with trepidation when I attended my first chapter dinner meeting. It was the mid-'80s and I had just moved to San Francisco. Walking into that room (on crutches, no less), not knowing anyone, seeing the knots of people happily chatting – I had to repress the urge to flee, something I did on at least two occasions when I was still in Pittsburgh. But, boy, was I glad I stayed. I don't know if it was Marie Tilson or Tim DeWolf or Terry Dean or Elyse Eisner or someone else who came to my rescue, but I was made to feel part of the group and someone who could be a contributor. And ever since that day, I've found the SF Chapter to be an amazing network, resource, and place to belong.

When I was quoted in the current issue of *Bayline* that during my three years as bulletin editor, I was often in tears the night before a deadline, I wasn't kidding. And if I sat down and tallied up all of the hours I've spent on chapter business in the past two decades, I might be tempted to think, "Get a life!" But I know better. I know there was a payoff for every one of the tears, every one of those hours, every one of those fights with SLA Headquarters. My experiences with the San Francisco Chapter allowed me to develop skills that have contributed so much to my professional life.

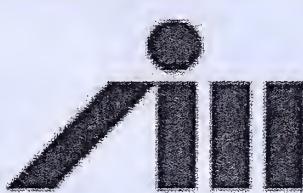
If I hadn't worked on SLA projects with so many great librarians in special collections at UC, would I have so readily made the leap from the corporate world to academia? If I hadn't had the opportunity

to use my degree in writing and develop editing skills, would I be looking forward to seeing my name on a book on engineering resources that will be published this spring? But it hasn't just been my professional life; these experiences have enriched many aspects of my life. If I hadn't polished my public speaking and organizational skills through SLA, would two of my dearest friends have asked me 12 years ago to marry them, giving me not only the pleasure of blessing their marriage but entrée to my role in designing and officiating at unique wedding ceremonies?

Even more importantly, my involvement with this chapter has allowed me to develop special friendships and professional relationships. And to know that it was you, my colleagues, who designated me for this award, is something I really, really value. While I can't possibly recognize all of you who have done so much for me, Richard Geiger, Cris Campbell, Beth Edelstein, and Linda Vida, you have been some of the best mentors anyone could ask for; Wess Murdough, Linda Suzuki, Karin Zilla, Mark Mackler and Marlene Vogelsang, you always said "yes" and made me look good. Maggie O'Brien: When I didn't have anything nice to say, you were always ready to sit beside me, and Tamara Horacek: Thank you for giving me the opportunity to be a mentor, for being a calming influence when I needed one, and for making me proud to be part of this profession and this chapter.

The acknowledgement of contributions made over many years, and the recognition of my peers is what makes receiving the San Francisco Bay Region Chapter for Professional Achievement something that has touched me and something I will always cherish. Thank you very much from the bottom of my heart.

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CONNECTING WITH ROY TENNANT

User Services Architect for the California Digital Library

By Rebecca Kozak

MLIS Candidate, San José State University

Roy Tennant (<http://roytenant.com>) is currently the user services architect for the California Digital Library project (<http://www.cdlib.org>) at the University of California, Berkeley, Office of the President. However, his achievements as an internet pioneer, writer, and speaker have earned him a reputation far beyond the Bay Area library community. I first learned about Roy when he spoke on trends in technology at a Council of Library Media/Technicians (COLT) conference. I was not surprised when I later found his "Digital Libraries" column in Library Journal.



*Roy Tennant
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Roy graciously offered to answer a few questions about his career for an interview assignment for my "Publishing for the Profession" course at SJSU. Although he was on the road due to a busy speaking schedule, we connected by email. For this article, I have chosen to focus mainly on his writing career and to share a few of his reflections that may benefit us all as the digital environment continues to gain momentum.

Roy worked in libraries before obtaining his undergraduate degree, and after library school took a job automating circulation at the UC Berkeley Library. While still a neophyte librarian, he had the

good fortune to work with Anne Grodzins Lipow. Although he has had a number of mentors over the years, she had the most positive impact on him. She passed on to Roy her instructional techniques that he began using to teach faculty, staff, and students. Her guidance was so valuable that Roy says he owes her more than he could ever pay back.

Early on he realized that computers were going to have a powerful impact on libraries, and when the internet arrived he learned everything he could about it. Of course, along with many others in those early days, he did not know the full potential of the internet. An early decision in which he participated was choosing to use Gopher instead of the Web for the UC Berkeley Library.

During this time, he also became active in ALA, presenting a poster session on the internet in 1990 and meeting his first co-author, Sally Kalin, through his work on an ALA committee. In 1991, they published an article, "Beyond OPACS," that firmly set him on the path of professional writing.

Shortly thereafter, Ms. Lipow recruited Roy and a fellow colleague, John Ober, to assist her with a workshop that she was presenting at the 1992 ALA conference. He says that this project "single-handedly launched my career to an entirely different plane. From there, it was a matter of going for it."

They had created a binder with all of the handouts they used at the conference and at

Tennant continues...

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Tenant continues...

some point it occurred to Ms. Lipow that they should be transformed into a book. That book, *Crossing the Internet Threshold*, was created for librarians to teach internet workshops or for self-education. Because Roy did the layout (with inspiration from artist Cathy Dinnean) and much of the writing, he received "top billing and half the royalties." He benefited greatly from this project, both financially and professionally. Furthermore, Anne paid him monthly royalties and always took the refunds for returned books out of her profit. He has never known of any other publisher that would do such a thing. Because of her fairness and respect for his work on this pivotal project, he "became a player almost overnight."

When I asked him how he secured his position as a columnist for *Library Journal*, he told me simply that he was motivated by a need for additional income. His wife, Gina Cuclis, was self-employed with a fluctuating income and they had young twins (Elena and Olivia, now 12). Roy says he "pitched the idea to LJ, and they decided to take a chance on me." As far as inspiration, he did once consider giving up the column because it seemed harder to find a new topic every month. But the current volatility of the profession with its "incredible challenges" means that he no longer has any problem finding inspiration. However, he says: "had you told me eight years ago that I'd still be writing it, I would have said you were crazy!"

Roy acknowledges the work of William Zinsser.

He explains that "when I write clearly and efficiently it is in large measure because of reading his work." Roy's early internet training workshops naturally evolved into speaking at conferences. His writing career also has propelled his speaking career. Now, he says, "the writing and speaking feed off each other." I asked him for an example where the writing was a catalyst for more speaking invitations. He said that his column entitled "MARC Must Die" (October 15, 2002 issue of *Library Journal*) created so much excitement that it brought him a number of requests to speak. And what is his current writing project? A festschrift for his beloved mentor, the late Anne Grodzins Lipow, is in the works. He is planning to invite a number of her library colleagues to contribute to an edited work in her honor.

In closing our conversation, I asked him for advice on surviving in the digital world. He urges information professionals to be strategic learners, and "on a regular basis, revisit your decisions." Roy's counsel is simply to "learn as you breathe – without even thinking. Strive for professional agility. Pay attention to what is coming down the road." In particular, he endorses the value of familiarity with a scripting language, acquiring XML and XSLT capability, and having a comfort level with electronic discussions, blogs, RSS, and the like. And how can librarians (or library students) become published writers? Roy's advice is simply to write. He claims that, "It is not difficult getting published. What is difficult is writing well enough so that others will want to see more from you. Everyone has something to say if they think about it. What is unique that you can contribute? If an idea turns me on, it has some chance of turning someone else on. Go with what excites you."

When I asked what was next, I learned that the talented user services architect who once built a treehouse in his backyard has resisted crafting a career plan. However, Roy stresses that "when opportunities have come around I've grabbed them. It's worked out very well, but almost none of it could I have predicted. That's life."

Rebecca Kozak has worked in hospitals and law firms and is currently the executive assistant to the Oakland fire chief. She will complete her MLIS in 2006 and plans a career in a public or special library. Contact her at: rkozak@slis.sjsu.edu.



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The Hetch Hetchy Question

Why We Need the Water Resources Center Archives

by Nancy Novitski

Since the 1920s, Hetch Hetchy Valley in Yosemite National Park has been submerged under a reservoir that serves as the water supply for San Francisco, other Bay Area communities, and some farms in the Central Valley. Recently the possibility of removing O'Shaughnessy Dam and restoring Hetch Hetchy Valley has received media attention both in California and nationally. A look at the recent history of this topic illustrates the variety of resources available at the Water Resources Center Archives (WRCA), and the importance of its collections and services as Californians are forced to confront water management controversies now and in the future.

Finger on the Pulse: A Current Collection of Contemporary Materials

As a specialized library on the UC Berkeley campus, WRCA focuses on collecting gray literature that would otherwise be unavailable to the public: reports from government agencies and their consultants, environmental impact statements, and other unpublished and hard-to-find materials.

It was through a September 2004 *San Francisco Chronicle* article that WRCA Director Linda Vida learned about the release of just such a report by the non-profit organization Environmental Defense, analyzing the feasibility of removing O'Shaughnessy Dam to allow restoration of Hetch Hetchy Valley.

Technical Services Assistant Trina Pundurs promptly contacted Spreck Rosekrans, economic analyst

at Environmental Defense and lead author of the report, to request a copy. Within weeks of its release, "Paradise Regained: Solutions for Restoring Yosemite's Hetch Hetchy Valley" was cataloged, on the shelf, and available to the public [call no. G4195 P4 Locked Cage].

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While Environmental Defense staff prepared Paradise Regained, UC Davis graduate student Sarah Null performed her own analysis of the feasibility and potential impacts of draining Hetch Hetchy Reservoir. The issue really hit the spotlight in summer and fall of 2004, when, after learning of Null's research, *Sacramento Bee* writer Tom Philp wrote several Pulitzer Prize-winning editorials arguing for restoration of the valley.

In response to this upsurge of interest in the restoration of Hetch Hetchy Valley, the California Resources Agency launched a major review of existing studies on the topic. In July 2005, as part of his background research for the Department of Water Resources, statewide water planning specialist John T. Andrew came to WRCA to review "the Freeman report," the 1912 engineering report that lay the groundwork for San Francisco's use of Hetch Hetchy Valley [call no. G4195 D2]. Mr. Andrew says that even after working on San Francisco water issues for many years, he had never

Hetch Hetchy continues...

Hetch Hetchy continues...

seen the Freeman report himself. "When I thought of where I might find a copy, I naturally thought of WRCA first," he says.

This report exemplifies WRCA's collection of unique historical materials. WRCA has hundreds of out-of-print books and reports, including original government documents about the construction of the Hoover Dam and other major water projects. In addition, manuscript collections from engineers and other major players in California water provide original background information on important topics. These archival materials range from turn-of-the-century photographs of the Los Angeles Aqueduct, taken by Joseph B. Lippincott himself, to proceedings from the 1994 Bay-Delta Accords, a convergence of urban, agricultural, and environmental water interests.

Hear it from the Horses' Mouths: The California Colloquium on Water



*Photograph from WRCA's archival collection:
San Francisco City Engineer Michael
O'Shaughnessy and others atop Hetch Hetchy
Dam, January 18, 1923. John D. Galloway
Papers; GALLOWAY no. 94(2)*

Even before Mr. Andrew's visit, Ms. Vida invited three experts to participate in a special joint lecture on the Hetch Hetchy question in September: Spreck Rosekrans of Environmental Defense; Sarah Null, a Ph.D. student in geography at UC Davis; and Null's faculty advisor, Jay Lund, developer of the computer model that enabled her study.

Through the California Colloquium on Water, WRCA has brought in water experts to speak at UC Berkeley every semester since fall of 2000. As a library and a neutral entity, WRCA is uniquely positioned to host this interdisciplinary lecture series, which frequently ventures into the contentious arena of water politics.

The Berkeley community appreciates WRCA taking this active role in education. "As students at UC Berkeley, we spend a lot of time reading about and researching water issues," says Anita Dale Milman, a Ph.D. student in the UC Berkeley Energy and Resources Group.

"But the Colloquium is great because not only does it provide us with the opportunity to learn about the latest developments in California water policy, it gives us the chance to meet the key players involved and to ask them questions." The question-and-answer sessions after each lecture provide a forum for exchanging ideas among the speakers, students and faculty in different disciplines, and the general public. To extend the value of the Colloquium, each session is recorded and made available both in VHS format and as streaming video on WRCA's Colloquium website (<http://www.lib.berkeley.edu/WRCA/ccow.html>). PowerPoint presentations are also posted whenever available.

For More Information: Internet Resources

As well as the Colloquium page, WRCA maintains an "Internet Resources" section on its website, containing links to government and non-profit organizations grouped by subjects such as groundwater, water rights, irrigation, and climate. One subheading under "Dams, Reservoirs" is "Hetch Hetchy," where you can find links, for example, to Sarah Null's master's thesis, Environmental Defense's Hetch Hetchy site, the Resources Agency's site about its Hetch Hetchy Restoration Study, as well as non-profit sites like the Sierra Club's Hetch Hetchy (<http://www.sierraclub.org/ca/hetchhetchy/>) and Restore Hetch Hetchy (<http://www.hetchhetchy.org/>).

Keeping Information about the Past and Present—for the Future

As a burgeoning population strains current water supply capability, WRCA will become ever more important in helping Californians address difficult resource management questions. It is where students, faculty, government staff, engineering consultants, lawyers, historians, environmental activists, and members of the public may come to get current and historical information about all aspects of water resources in California and throughout the West. In the case of many documents, it is the only place to come. It is surely the only place where it all comes together.

Nancy Novitski spent two-and-a-half years in public services at the Water Resources Center Archives. She is now Assistant Editor at Artifice, Inc., in Eugene, Oregon, and also does freelance writing, editing, and design.



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MOSAIC

By Rochelle Richardson

There was lots of news from our members for this issue of *Bayline*. We start first with a welcome to our new members: Eric S. Killough, student; Maria Siatos, Genentech; Magan E Stephens, Gilead Sciences; and Annie Leung, Bingham McCutchen LLP. We hope we shall be hearing about your careers and lives in the issues to come. You are always welcome as a contributor to *Bayline* or as a participant in SLA-SF in some other capacity. Check out the participation form on Page 24 for ideas about how you might add to your professional organization. Now, on with the news.

Our adventures start in May when **Nancy Adams** took a vacation/work trip to England. During her first week, she attended the Information Professional Learning Conference sponsored by Perfect Information (see the September issue of *Bayline* for details). She then retreated to much more modest lodgings in London and worked for two days in LECG's offices there, primarily introducing the services they do and arranging training for a number of online services. In her off hours she took some walking tours, saw "Julius Caesar" and heard Vivaldi by candlelight at St. Martin in the Fields. From London she took off with her BritRail pass to Cartmel (a village in the Lake District), Edinburgh, York, Salisbury, and Bath. She stayed in small B&Bs, walked miles every day, attended an understudy production of the Royal Shakespeare Company's "Twelfth Night" and had a lovely time traveling solo for the first time. Her trip ended with a weeklong walking tour in the Cotswolds. About 15 people, mostly Americans, trekked approximately ten miles each day on traditional footpaths through fields of sheep and cows, over stiles and through "kissing gates," ending up at little shops that served tea and scones with massive dollops of clotted cream. In a "small world" moment, one of the witnesses quoted on MSN about the July bombings in London was one of the friends Nancy made at the library conference. We really are all connected!

Fast-forwarding to July, **Anne Barker** started a job as Assistant Librarian at the law firm of Townsend and Townsend and Crew LLP. Anne also published a great article in *Searcher* magazine. See, Barker, A. N. (2005). Database protection legislation: Copyright caught between a rock and a hard place. *Searcher*, 13(7), 34-42.

Lots of things were going on in August. **Mark Mackler** was appointed Supervising Librarian for the San Francisco office of the California Department of Justice, Attorney General's Library. Except for a stint at the San Francisco Public Library, Mark had been with law firms for about 20 years. Mark notes that there are over 200 attorneys in this office of the DOJ!

Dan Cunningham and his wife, Chris, vacationed in Ireland for two weeks. There were many highlights from the trip, beginning with a visit to the ceremonial tomb at Newgrange in the Boyne Valley. The tomb is a man-made cave built into a circular mound 35 feet high and 220 yards in diameter. A huge slate slab with carvings of three intertwined spirals stands in front of the cave entrance. The tour guide took the group all the way back into the cave, where there were three small chambers with stone basins in them.

The cave is at least 4000 years old and was formed by slate slabs piled so cleverly that, after all this time, the cave does not leak. It also has a second opening over the cave entrance that, at dawn of winter solstice, allows a shaft of light come all the way back to the center of the cave. The ceremonial tomb is the oldest man-made structure on earth, older than the pyramids in Egypt, and a thousand years older than Stonehenge, right in the land of Dan's ancestors. Archaeologists found no bones in the digs and they theorize that the ashes of the tribe members who died that year were taken there on winter solstice and laid in the basins to be infused with light to send them off on their journey to the next life. They have electric lighting now in the cave and they turned it off to give the visitors a simulation of the light coming into the passage on winter solstice. When they turned off the lights, it was pitch black and Dan reports that it was amazing to see the light slowly illuminate the chamber.

Dan and Chris stayed a couple of days in Kilkenny and toured Kilkenny Castle. The castle, called Strongbow, started as a wooden fort built by Robert De Clare in 1172 that, under the control of the Anglo-Norman Butler family, evolved into a 17th century chateau. Strongbow was turned over to the city of Kilkenny after the Butler family moved out in the 1930s and the city lavishly restored it to its former glory. Today, it a museum. The Cunninghams also went on an historical walking tour of the

Mosaic Continues on Next Page

Mosaic continues...

old city of Kilkenny. Highlights of the tour were the slips (partially covered alleys going down to the River Noire), Rothe House built in 1594, the old city wall and gate, and Black Abbey (1225).

Next, they went to Rockville House in Cashel, below the Rock of Cashel. The tour guide told them that when St. Patrick converted King Aengus to Christianity, he accidentally punctured the king's foot with the bottom of his crozier. King Aengus said nothing, thinking that it was part of the initiation ceremony. Later, the Cunninghams saw a show at the Bru Boru Cultural Center near the Rock. Musicians played traditional Irish music on flutes, harps, fiddles, the button accordion, and the bodhran (a goatskin drum). Dancers and singers entertained as well and when the "official" performance was over the audience was invited to stay for ceili (Irish dances and songs). The audience talent included an eight year old girl who sang a song like a professional; a four year old girl who did a cute little jig; a local woman who sang a ballad; and a thirteen year old boy who played a solo on the uilleann (the Irish bagpipe). Finally, the band played a couple of reels and many people danced. As the Irish say, it was grand!

In September, **Anne Marie Malley** left the special library world and moved to the public library world. She stepped down as Academy Librarian at the California Academy of Sciences, where she spent 17 years, 14 of them as a librarian. She has moved to the San Mateo County Library and is now the Assistant Branch Manager for the Brisbane Branch and San Carlos Branch. She can be reached at malley@plsinfo.org.

In mid-September, **Michelle Howard** started a job at Kaplan McLaughlin Diaz in San Francisco as the firm's architectural librarian/information specialist. She is returning to the corporate field after a two and half year stint as a university librarian at DeVry University in Fremont. Michelle reports that working with students and faculty at DeVry was a wonderful experience but she thought it would be fun to return to the world of design - a field close to her heart. Michelle can be reached at 415.399.4764 or mhoward@kmd-arch.com.

Chapter members **Chris Orr** and **Allyson Eddy** won their company's "Best Internal Office Initiative" award for their work on creating an historical portfolio for viewing and downloading design imagery on Landor Associate's intranet. The Historical Portfolio project in Landor's "Virtual Slide City" began with the sorting of thousands of dusty slides in the basement of their San Francisco office. These slides are thirty to forty years old, and many of them had not been touched since Landor moved off the Klamath ferryboat (its office at Pier 5 in San Francisco) in 1987. The imagery adds history to a portfolio collection that is a showcase for new employees, an inspiration for the company's designers, client pitches, and for the Landor community worldwide.

Landor Associates was founded in 1941 by Walter Landor. An initial 500 slides representing a wide range of clients and industries were selected for archive-quality scanning. As many of Landor's "firsts" as possible were included: first national packaging project (S&W Fine Foods), first pharmaceutical (Cutter Labs), first major airline (Alitalia) and first corporate identity project (States Line Shipping). Many local designs were selected from its heritage like Muni, Safeway, Levi's, the Exploratorium, and the Bank of America (prior to its merger with Nations bank). The slides were sent

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Mosaic continues...

to Two Cat Digital, a vendor specializing in film archiving, and the scans were then cataloged by a talented library sciences intern named Rosie Levy, who is also a chapter member and now a graduate of the SJSU library school. The online portfolio uses Canto's Cumulus software for digital asset management. Congratulations all. It sounds like a huge project.

Congratulations are also in order for **Michael Sholinbeck**, who was promoted to Associate Librarian, and earned career status (comparable to tenure) at his job at UC Berkeley. In addition, he was recruited by the National Network of Libraries of Medicine Pacific Southwest Region and selected by the Society for Public Health Educators (SOPHE) to participate in the SOPHE National Network of CDCynergy Trainers program. CDCynergy is a health communication and planning tool to help public health professionals design appropriate health interventions. SOPHE, in partnership with the National Library of Medicine, trains the trainers who in turn educate public health practitioners in the use of CDCynergy. As part of this program, he attended a two-day Train-the-Trainer workshop at the National Library of Medicine, and will be presenting at least two CDCynergy trainings throughout the upcoming year.

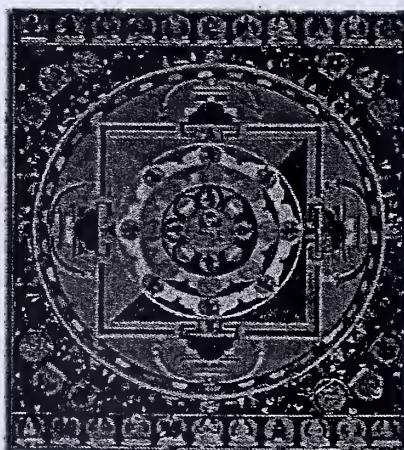
The San Francisco Bay Guardian's Sex Issue (Sept. 21 - Sept. 27, 2005. Vol. 39, No. 51) included a sexual IQ contest (view the questions online at http://www.sfbg.com/39/51/sex_quiz.html). As a consumer health librarian who has fielded LOTS of sexuality questions and reviewed quite a few sexuality books for various library newsletters, **Eris Weaver** could not resist taking it. She knew the answers to about half of the questions and quickly looked the rest of them up. To make a long story short, she won! Eris says she will be receiving a basket o'goodies from Good Vibrations and a gift certificate to the Noe Valley restaurant Firefly. As Eris wrote: You never know when these librarian skills will come in handy.

Near the end of September, the Kentucky Library Association held their Annual Conference in Louisville and **Michele McGinnis** was the keynote speaker for the Special Library section. Her talk was titled "Radical Ways of Being in Our Profession."

On October 6th, **Jeffery Mah** completed his 25th year at Bechtel Corporation. In 1980, fresh out of UC Berkeley's MLIS program, Jeff began work as a cataloger in the Bechtel Central Library. He currently works in the Archive Records and Information department. Jeff reports that he has worked in libraries most of his life. He was at San Francisco Public Library from 1970 through 1977. From 1977 through 1980 was employed at the Medical Research Library at the Letterman Army Institute of Research.

When Jeffery is not at work or working on home renovation projects, he enjoys volunteering at the Embarcadero YMCA as an aerobics instructor (he has been a volunteer there since 1997) and was named Volunteer of the Month in June 2005. Jeff teaches two classes on Sundays: an Intermediate Step Aerobics and a YFlex AbWorks body conditioning class. Also, he substitute teaches whenever possible. As many of you know, Jeff just completed two years volunteering as the past SF Bay Region Chapter Treasurer from 2003 to 2005. Jeff is glad to have some "free" time now and sends his regards to all of his SLA friends and is looking forward to seeing you at this year's programs. Wow! I'm tired out just thinking of how busy he is. Congratulations Jeff.

Happy Holidays to all -- stay safe and sane during this celebration of and transition to another year, and don't forget to send news of holiday events, professional developments, and personal comings and goings - big and small - to me, Rochelle Richardson, at rocheller@email.com.



INTERSECT: SLA AND GOVERNMENT

Do You Know About The Congressional Research Service?

By Vince Briggeman

MLIS Candidate, San José State University

The past few months have been a whirlwind for certain information professionals. Two new Supreme Court nominations – one successful and one withdrawn, the DeLay indictments, and the destruction caused by hurricanes Katrina, Rita, and Wilma have mobilized folks to find new ways of getting the word out to clients and the public alike. But when it comes to getting the word on pressing political issues, there is one place where U.S. Congressional offices know they can turn. It is the Congressional Research Service (CRS) at the Library of Congress. I was there this summer for my second internship in as many years. While most people are familiar with the Library of Congress, CRS, its prized child, is more of a mystery. I will try to give a brief description of the services it provides, some of the tasks I performed while there, and why I want to return after graduating from library school at San José State.

CRS, located in the Madison Building of the Library of Congress, was established by Congress in 1914 as the Legislative Reference Service. Its mission is to provide Congress with non-partisan, objective analysis and research on legislative and public policy issues. CRS offers two primary services: Reference services carried out by librarians for individual Congressional offices and analyst services carried out by subject experts (e.g. Government and Law). The analyst services normally result in what is known as the CRS product or report for Congress. These reports are concise, just-the-facts pieces on everything from environmental policy to defense spending. Although CRS reports are in the public domain, they are not made easily accessible to the public. While this has been, and continues to be, a bone of contention with freedom of information advocates, most reports can be found online with a minimum of searching.

These reference and analyst services are tied into CRS's online presence within the Congressional community. Reports are made available online, indexed by legislative issue, and those of particular current interest are pushed to the fore with relevant links to past reports and notes on upcoming products. This site is not made available to the public.

In the summer of 2004, I interned in the Government and Law section of the Knowledge Service Group (KSG) of CRS. My job was to help field requests for information by Congressional offices. I tracked down quotes for speeches, researched state histories, and scrambled to get myself up to speed with all of the resources at my fingertips. The annual subscription figures for databases available to CRS researchers are mind-numbing alone, but I also took courses through the Law Library of Congress in Federal Legal Research and print resources. Very often, these requests demanded tracking a piece of legislation's history. The experience was overwhelming (in a good sense), and I left feeling empowered not only by what I had learned, but also by the small contributions I had made. Before, I had supposed that Congress informed itself by some divine or devilish method. Being a part of the process lifted the veil, and when I was invited to return this past summer as a practicum scholar, I jumped at the chance.

Even better, I was assigned to the Operations division within the Knowledge Services Group. It meant a chance to work on the systems side of things, and, upon arrival, I immediately began to work on projects for the CRS intranet. I was introduced to some of the dilemmas facing those in charge of managing CRS's database and serials subscriptions, and took part in discussing ways to resolve those issues. I was asked to design a KSG handbook using a wiki platform I had previously used to build my personal website. At every step, my voice as a library student was, at the very least, being entertained by my colleagues. And when Justice O'Connor resigned in July, I was given a very active role in creating a site that would potentially be used as a CRS-wide nominations resource available to Congressional Offices. This is not to trumpet my talents; it is to make clear that CRS uses its interns and practicum students the way they should be used.

During this time, I saw the pressures that CRS staff can face. We are all aware of competing information outlets and CRS naturally feels it should be the first information source for Congress. When an event like a Supreme Court nomination or a disaster such as Katrina occurs, the heat is on for CRS analysts, librarians and the systems staff to pool their resources and quickly create that authoritative resource. When successful, it means that Congress will receive its information from a

Intersect continues ...

Intersect continues...

reliable, relevant, and constantly updated site – something with which competitors normally cannot compete. Justice O'Connor's resignation was just the beginning of a stream of events that has had CRS staff working non-stop since I left.

I should mention, if it is not already clear, that I have very little practical experience in libraries. To a library student, it was very comforting to work with professionals who seemed confident that the tasks they were performing meant something. It could merely be an extension of the D.C. and Hill environment, where things can sometimes take on an overblown sense of importance, but I prefer instead to see this as a sign of professionalism. My colleagues this past summer, in particular, were definitely concerned with finding new ways to deliver information more efficiently and to keep CRS's system current. Whether or not I will be given the opportunity to return to CRS as an employee, their dedication inspired me beyond that which the Library of Congress setting so effortlessly fosters.

All of this clearly is appealing to me. For library students and information professionals with an interest in policy and the political process, I cannot more highly recommend looking into the Congressional Research Service. It is a large organization – a government one, at that – and therefore not exempt from some of the bureaucratic issues that any large organizations might have. Nonetheless, it is indeed a very special part of a special library.

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Some of our EJS team, left to right:
Meg Hayes, Gary Colar, Oliver Fisch, Roseann Borcky,
Michael Meier, René Jackson

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Grand Canyon National Park Library

By Praveena Raman

Biomedical Information Specialist

Corporate Library and Information Center

Genentech, Inc.

On a trip to the Grand Canyon this summer, I had the pleasure of visiting the Grand Canyon National Park Library, located in the Park Headquarters in the South Rim. There I spent time with Susan Eubank who has been the Librarian for the past four years. Prior to coming to the Grand Canyon, Susan was a horticultural librarian at the San Francisco Botanical Garden.

The Grand Canyon National Park Library (<http://www.nps.gov/grca>) was founded in 1922 to collect literature pertaining to the National Park and its general locale. The collection began with fifty reference books loaned by the

Arizona State University Library and some individual contributions. It was originally used by the park employees and residents in the Grand Canyon area. The Reference Library flourished under Louise Hinchliffe who was the third park employee to manage the library. She was hired initially to be the secretary for the Natural History Association. She worked there and supported the museum and visitor center. By the time she retired, thirty-four years later, she was officially known as the "park librarian."

During her tenure, she helped many authors with their research and almost always could go straight to the stacks to get pertinent books and documents to answer their questions. It was said that during this time the card catalog was the least used resource in the library. (Visit <http://www.grandcanyonhistory.org/HOFA2003.html> for historical information.) The Research Library was managed by a variety of people including professional librarians who developed and broadened the scope of the collection after Louise Hinchliffe retired. "The person who preceded me was an archeologist who was a great reference librarian," says Susan.

The present collection boasts material on a wide range of subjects from History and Horticulture to Native American culture and Hiking. In addition to books, journals, government documents, and pamphlets, the library has a separate room for its audio-video collection. "This is a popular and well-used collection as most of the interpreters prefer the audio-visual medium to gain information for their research rather than by reading books," says Susan. The Research Library also has a rare book collection on the Grand Canyon, which is accessible only by appointment. There are two computers in the library through which the National Parks online card catalog can be accessed. Please note that the computers are usually powered down during the frequent summer lightning storms!

The South Rim Research Library has branches at the North Rim, Desert View, and Phantom Ranch – all located in the National Park. In addition, the GCNP has both a public library that serves the Park visitors (and includes an extensive children's collection) and a school library, all of which are part of the Grand Canyon Libraries Consortium. The branch librarians meet once a month to discuss and exchange ideas. They have also started the Grand Canyon Book Club and take turns hosting it. "It has provided a great exposure for the libraries," says Susan. "The book club is open to all the employees in the Grand Canyon even those who are contractors. We choose some books on the Grand Canyon, read them, and exchange ideas."

During this visit, I also had the pleasure of meeting Mary Ann O'Neil, who was temporarily working at the Research Library for six weeks. Her experience had been primarily in public libraries. The Grand Canyon Research Library has opportunities for internships and practicums for students enrolled in Library and Information Science graduate programs and also has projects for volunteers. An example of a volunteer opportunity was a community project sponsored by the Grand Canyon Historical Society that took place in August where volunteers helped Susan Eubank barcode the books in the library and also entered the barcodes into the computer.

For more information about the library contact Grand Canyon National Park, Librarian, P.O. Box 129, Grand Canyon, AZ 86023, Phone: 928.638.7768. In September 2005, Susan Eubank moved to Los Angeles and can be reached at susan.eubank@arboretum.gov.



Susan, Mary Ann, and Praveena
Photo by Venkat Raman

IN REMEMBRANCE

Chris Orr
President, SLA-SF
Regrets to Announce

Lorraine Pratt: Long-time Library Director at SRI International (previously known as Stanford Research Institute) died in December 2004. She was President of the San Francisco chapter of SLA from 1958 to 1959.

Doris Lanctot: Supervising Librarian at Bechtel from 1951 to 1985, died on October 4, 2005 at the age of 90. Doris served as President of the San Francisco chapter of SLA from 1952-1953.

We send our thoughts to the families of Lorraine and Doris.

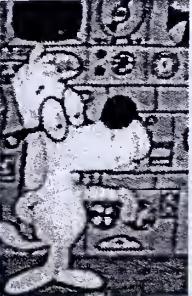


SLA San Francisco Chapter presents: **SHERMAN: SET THE WAYBACK MACHINE!**

A TOUR OF THE INTERNET ARCHIVE

Wednesday, December 9, 2005

Please join us on Wednesday, November 9th, to learn how this unique resource functions. We are fortunate to have the Internet Archive located right in San Francisco and now we have the opportunity to go behind the scenes.



The Internet Archive is a digital library found online at www.archive.org and physically in the Presidio of San Francisco. While known for its Wayback Machine (searchable archive of web pages), the Internet Archive has been collecting and digitizing media since 2000. In 2005, they launched the Open Content Alliance with Yahoo!, Adobe, Hewlett Packard, the UC Libraries, and the University of Toronto to create an open, curated, and free digital repository of public domain works. The Archive is building a digital library of Internet sites and other cultural artifacts and providing free access to researchers, historians, scholars, and the general public.

The tour will show the mechanics of the SCRIBE, the non-destructive scanning process that they commissioned and built. Also on display is the PetaBox, a rack of machines holding anywhere from 64 to 80 terabytes of data. The main showcase is the Books Room, which has on display the world's largest and smallest books. The Archive has successfully scanned the smallest book, which has 2-point font, so people can read the text easily on the screen. You'll be able to see the process of scanning a book, processing the bits, and then printing, cutting, and binding the pages so the end product is a good facsimile of the book that people can walk away with.

The Internet Archive is located at the Presidio, 116 Sheridan Street (Building 116) near the corner of Montgomery and Taylor. Your host is Rick Prelinger. Directions: <http://www.archive.org/about/contact.php#directions>

5:30: REFRESHMENTS
6:15: OVERVIEW OF THE ARCHIVE (RICK PRELINGER)
6:35: TOUR
7:05: Q & A

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SLA-SF Calendar

SHERMAN! Set the Wayback Machine

Tour of the Internet Archive

Wednesday, November 9

Location: The Presidio, San Francisco

Blogging: The Future of Media?

SLA-SF Chapter Dinner Meeting

Wednesday, December 7

Location: TBD

Image Libraries

SLA-SF Chapter Dinner Meeting

Tuesday, February 7, 2006

Location: TBD

Joint Meeting: San Andreas and San Francisco

SLA-San Andreas Hosted Dinner Meeting

Wednesday, March 1, 2006

Location: TBD

Neighborhood Dinners

April 3 through 9, 2006

Location: TBD

SLA-SF Chapter Tour

More Details to Come

Monday May 1, 2006

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An Opportunity to Grow
Professionally?

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Go to <http://www.sla.org/chapter/csfo/volunteer2000.html>, the interactive form on the SLA-SF website or complete and email this form to the individual committee chairs. See page 2. Snail mail completed form to Chris Orr at Landor Associates, 1001 Front St., San Francisco, CA 94111.

Please select your area interest/s and fill in your contact information:

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<input type="checkbox"/> Archives	Maintains historically important Chapter documents
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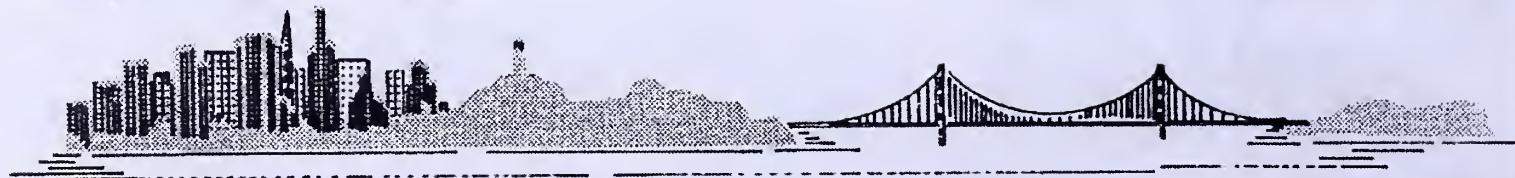
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Special Libraries Association

January • February 2006
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BAYLINE



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PRESIDENT'S MESSAGE

By Chris Orr

Happy New Year to all. In keeping with beginnings, I'm very pleased to announce our new slate of Executive Board candidates: for President-Elect, Barbara Janis; for Assistant Director, Programs, Camille Reynolds; and for Secretary, Diane Sands. There are more than 25 volunteers who help run this chapter of nearly 500 members. New officers of the SF Bay Region Executive Board and committee chairs of the Advisory Council will begin their terms in June 2006, following SLA's annual conference in Baltimore.

You'll hear the names on our slate several times in the next couple of months as we prepare for the chapter election in March. Our Nominating Committee, ably led by Jaye Lapachet, presented this slate to our Executive Board for approval in December. Right on schedule, I'm proud to add. If you wish to nominate yourself or, with their permission, another person for any of these three offices you may do so from the floor at the January 9th or February 7th dinner meetings. I'll be presiding at those meetings and will put out the call for additional nominees at the same time as I present the slate. You may also contact Jaye directly. Contact information for her, and for the full Board and Council, is on page 2.

Although the members of the chapter's Executive Board are subject to the nominating and election process, chapter members are always welcome to join any of the committees that make up the Advisory Council. From Academic Relations to Jobline to Web, we welcome your participation and strongly urge you to consider contributing to the chapter as a committee chair. Hey, it looks good on your resume, too. Our current President-Elect, Eris Weaver, will be building the committees in the early months of the new year, to be in place by June along with the new officers. Contact her or me with your interests or questions.

You've probably heard that SLA is shifting the Association's governance calendar from a June-July schedule to January-December for all the chapters and divisions. This is great because it will match up with the Association's fiscal year as well as the calendar year. Because the Association gave everyone the go-ahead last year to begin their own calendar adjustments, some chapters (San Andreas, for example) began the transition in 2005. We chose to get underway with it in 2006 so we could more amply warn our large pool of volunteers. Here are some of the changes you can expect.

We will have the full Board and Council on an annual schedule as of January 2007. The current Board will turn over as usual in June 2006, with the new terms running 18 months, through December 2007 (the incoming Secretary, whose term normally lasts two years, will serve for 30 months, through December 2008).

Volume 76 of Bayline, which you are reading now, started in September-October 2005 and will run as usual until May-June 2006, with five issues. Volume 77 will start in August-September 2006 and run until October-November 2007, with seven issues.

Note that the Bayline issue dates (expressed in months) change with Volume 77. That seven-issue volume is part of the transition. Volume 78 will start in February-March 2008 and revert to five issues per year. This new date configuration will continue from there.

Annually, the "down" time (meaning no Bayline issue and no chapter events like dinners, professional development or tours) will be December and January, starting December 2006-January 2007. There may

President continues on page 10



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The San Francisco Bay Region Chapter bulletin is published five times for Volume 76. Publication dates for this Board Year are by the fifth day of September, November, January, March and May. The Special Libraries Association assumes no responsibility for the statements and opinions advanced by the contributors to the Association's publications. Editorial views do not represent the official position of the Special Libraries Association. Acceptance of an advertisement does not imply endorsement by the Special Libraries Association.

Volume 76 Copy Deadlines: July 31, September 30, November 30, January 31 and March 31.

Copyright and submission: All article submissions must receive approval from the editor and are subject to editing. Submitting authors must sign a copyright release. Authors retain all rights to their articles and know that the full contents of *Bayline* will be published online at the San Francisco Bay Region Chapter Web site. Articles previously published will usually not be accepted for *Bayline* but exceptions can be negotiated.

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Editor's Notes

Happy New Year! And, to repeat what Chris said, it's time for new beginnings. Not only am I taking over for Dunn Miller as editor of Bayline, but the bulletin also features two new soon-to-be-regular items.

I'm excited to introduce Ruth Pennington Paget's new column, "Global Librarian." With each issue, you can expect to read Ruth's very well-researched and well-written articles on being an information professional in these global times. This time Ruth tackles the subject of translating library marketing materials for multicultural, not-always-English-speaking patrons. I think you'll find her information useful and interesting. Lots of little tidbits delight the information junkie in me, that's for sure.

Also new to Bayline are Diane T Sand's "Reference Librarian" illustrations of Bay Area special libraries, starting with the Naturalist Center at the California Academy of Sciences in San Francisco (where Diane has worked for more than seven years). Along with each drawing, Diane includes complementary text that makes the illustrations that much more delightful.

In this issue, we also look back at some past events SLA-SF presented for your professional and personal development and enjoyment. You can read about Gary Price's presentation on searching the Web, the tour of SF's Internet Archive and two local librarians who are also published authors.

Speaking of published authors, I would like to thank everyone who contributed stories to this issue of Bayline. We have some excellent writers in this chapter, so I wouldn't be surprised to see more books, articles, etc. with SLA-SF members' names attached to them. In fact, Rochelle Richardson's "Mosaic" column mentions one such person, David Grossman, who will be writing a regular feature for "Searcher" magazine.

I hope you enjoy this issue of Bayline and look forward to offering you at least nine more—as I'm slated to continue this editorship through October-November 2007. Phew! It has been a learning experience so far, but the curve was greatly reduced thanks to my predecessor. Thank you, Dunn, for handing over such an organized and finely tuned publication.

Again, happy 2006!

—Heather

GLOBAL LIBRARIAN

10 translation tips for marketing libraries to multicultural customers

By Ruth Pennington Paget



"If you want to sell overseas, you must speak your customer's language," began the direct mail letter I sent to multinational companies more than 20 years ago as the marketing manager of a "translation" company.

That refrain could easily adapt itself now to the U.S. domestic market, particularly in California, where libraries serve more than 12 million customers who speak a language other than English at home, according to the 2000 U.S. Census. The U.S. also serves as one of the world's leading destinations for foreign scholars and researchers. The challenge in serving foreign-language-speaking library customers lies in motivating them to use American libraries to their fullest capacity. Marketing materials and presentations about library services should appeal to what motivates different cultural groups to act—using the library in this case (Copeland, 1984). Following the translation tips below will make your translation experience a success story rather than an opportunity for miscommunication.

1. Know Your Customer

Customer motivation drives all marketing materials production. The same should hold true of the marketing materials you direct toward foreign-language speakers. What educational level does your audience have (Boyar, 2005)? This information will affect the language a translator uses to write your library's materials. What country do your targeted customers come from? Translators cannot use simplified characters from mainland China for a Taiwanese audience, for example (Deschamps-Potter and Bahr, 2005). Do first-generation immigrants have the same language translation needs as second- and third-generation immigrants (Zolkos, 2005)? As the client, your library will have to communicate information such as this to:

- Translators (cultural adapters of the written word),
- Interpreters (cultural adapters of the oral word), and
- Foreign language narrators/directors (cultural adapters of film).

(Part II of this series will discuss the concerns of using interpreters and foreign language narrators and directors.)

2. Convey the Message vs. Word-for-Word Substitution

As the client, you must let your translator know what action you wish the reader of your text or slogan to take. You probably spent a lot of time developing the message in English. You do not want the translator to second-guess at your meaning and waste time and money translating an idea that may not be the one you intend (Boyar, 2005).

Making the translated text read just as smoothly as if it were the original text remains the goal of all translators. Variation in the text can occur as the translator adapts what makes a credible product or service and/or credible organization/representative come through in the text. As an example, Paul Herbig writes in "The Handbook of Cross-Cultural Marketing" how we have a tendency in the U.S. to point out that library services are free. However, "free" in many cultures, such as the French, connotes inferior quality. In this case, a translator may point out that tax dollars or institutional fees support the library, making it a valuable service.

3. Translator Credentials, Education, & References

Regardless of whether you use a freelance translator or a translation agency, you will find that no mandatory certification agency exist in the United States. The American Translators Association (www.atanet.org) offers a voluntary certification program for its members and a referral list of translators.

The typical way to evaluate a translator or a translation agency is to request a list of previous assignments completed and sample work. Sometimes for confidentiality issues, it may be difficult to obtain actual work samples, but this applies more to legal translation than marketing translation.

In California, the Monterey Institute of International Studies (www.miis.edu) trains translators at the graduate level. Their graduates represent a talent pool when considering freelance translators. However, Marsha Bindel, who has worked as a French-to-English translator for more than 20 years, points out that

Global Librarian continues on next page

Global Librarian continues...

nothing can take the place of experience in translating marketing materials; each project makes one a better writer.

When you work with an individual translator, you will most likely have to arrange for the production of marketing materials and for quality control such as proofreading and back translating, which requires a second translator in most cases. When you work with an agency, they will usually provide you with a bid broken down by the translation of the text, production and quality-control aspects of your project.

4. Work Processes

Regardless of whether you choose to work with a freelance translator or an agency, you should always give a FINAL English text as the basis for project cost estimate. Translators base their fees on the word count in the original document.

Normal turnaround for an experienced translator is approximately 2,500 words per day without editing. Based on this word-per-day count, translators can supply clients with a timeline or benchmark dates.

Translators and agencies will often ask for 50 percent of the fees upfront with the remainder to be paid upon completion of the project.

As a client, you should expect questions from a translator. This usually means they are seeking to clarify terms and concepts, which is a good sign. (See more about this under "Economies of Scale".)

5. Quality Control

Since there is no national certification agency for translators, it often helps when dealing with agencies to ask them if they have an in-house certification process in place. The translation company I worked for had its own test and Board of Reviewers for new translators. Other companies use examples of previous work to judge whether or not to hire translators.

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Secondly, even when you write in English, you usually ask someone to proofread your text. As a translation client, you should make sure that you have the same done with your foreign-language marketing materials before they are printed. A second pair of eyes will catch typographical errors as well as gaffes like using commas where periods should go in numerical notation for European translations.

Finally, if you want to make sure that the marketing materials convey your message, you can arrange for a back translation. This usually entails an additional cost. The back translation will not match your original word-for-word, because the translator adapted it for the particular culture (Boyar, 2005). However, the action the marketing materials incite should be same as your original one in English.

6. Economies of Scale

Translators are often "Jacks of all trades, masters of none." It often helps with technical or marketing slogans to build a glossary that the translator and library can refer to over and over again. These databases also "serve as the foundation for translation memory databases," writes one translation specialist (Deschamps-Potter and Bahr, 2005). The same writers advise clients to have translators "[a]dd a 'notes' column to your glossary, too, where you can explain any obscure or company-specific terms."

Another concept developed in technical translation and used for marketing as well

Global Librarian continues on next page

Global Librarian continues...

is to save repetitive text in a linguistic database. This text, along with glossaries, allows your translator to consistently use the phrases that your library prefers.

Marsha Bindel notes that specialized computer programs, such as Wordfast or Trados, can translate voluminous repetitive jobs that change very little. The computer programs find passages that are either "perfect matches" or "fuzzy matches" of other passages that have already been translated. They ensure coherent vocabulary and can also mean big savings in time and money.

7. Color Associations in Different Cultures

Catherine Deschamps-Potter and Scott Bahr note in their succinct article on translation (2005) that certain colors have different associations in other cultures than they do in the United States.

- Black—celebration in Asia
- Red—celebration and luck in China
- Blue—safe color in most cultures
- Purple—royalty and death in Europe, but has negative associations in the rest of the world
- White—color of mourning in Asia
- Brown—color of mourning in India
- Green—danger in most tropical countries; also the color of Islam
- Yellow—sacred or imperial in Asia

These are general guidelines, but it behooves librarians to ask their translators what the best colors are for their marketing materials before investing in printing materials that will send the wrong message based on their color.

8. Space Used by Different Languages

Different languages take up more or less space than English once translated due to the length or number of words needed to express the same word in English.

Chinese, Japanese and Korean shrink in comparison to the original English text. You might be tempted to fill the empty space with images, but all three of these cultures value empty space in their national aesthetics. Romance languages, on the other hand, such as Spanish, French, Italian and Portuguese, usually run 25 percent longer than the original text (Deschamps-Potter and Bahr, 2005).

As a client, you should also avoid narrow columns when working with German, Scandinavian and Slavic languages, as they feature many long words that would not hyphenate well and leave gaps in the column space (Deschamps-Potter and Bahr, 2005).

9. Global English – Syntax, Metaphors & Concepts

In a perfect yet somewhat sterile world, some communicators advocate writing "global English" text for translation purposes. The text would feature simple sentences uncomplicated by "ifs, ands, or buts." Librarians would write phrases like "Read and Succeed" instead of using a metaphor like "Climb the ladder of success with books." Finally, librarians would spell out concepts and functions of a library in American society for cultural groups that do not have the experience of this particular cultural phenomenon. This kind of stripped-down English works for translations of legal documents, computer software instructions and engineering plans; it makes for dull copy in marketing materials. If you start with dull English-language marketing copy, you will most likely end up with a dully translated text as well.

10. Revisions

The bottom line on revisions is that they cost money. Changing a noun in a Romance language like Spanish, for example, entails making sure that adjectives and noun genders agree and that all associated pronouns throughout an entire text agree.

Conclusion

The final word on translating marketing materials is that it is a cultural adaptation; the translator writes the text as if it were new. The best translators write well in their own language. They are often multilingual, but only translate into their maternal tongue. Their scarcity in the United States means that their fees are often high, but it pays for libraries to seek competing bids and to negotiate with agencies and/or translators that you really want to work with. Berlitz (www.berlitz.com) and Inlingua (www.inlinguausa.com) are the largest international agencies, but local agencies do favorably compete, particularly if they specialize in marketing translation.

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THE EXECUTIVE BOARD CANDIDATES THUS FAR FOR 2006-07

By Jaye Lapachet

The Nominations Committee is pleased to announce the slate for the 2006-07 chapter year. They are Barbara Janis of the Presidio Trust Library for President-Elect, Diane Sands of the California Academy of Sciences for Secretary and Camille Reynolds of Nossaman Guthner Knox & Elliott for Assistant Director, Programs.

In accordance with the bylaws, this is the first notice that the slate has been approved by the current Executive Board and will be presented to the membership at the annual business meeting. At the March meeting, SLA-SF members will be asked to approve the slate.

Thanks to the Nominations Committee members who agreed to be on the committee and assisted in developing the slate: Elyse Eisner, Richard Geiger, David Grossman, Debbie Jan (ex officio), Saundra Lormand, Mark Mackler, Wess-John Murdough, Maggie O'Brien and Ginny Woodis.

The committee thanks candidates who considered our request, but declined and is also appreciative of the Board's responsiveness to questions and for the advice they provided.

About the candidates:

Barbara Janis was born and bred in Bronx, New York. After visiting San Francisco with her family, she decided to move here. She worked as a secretary at the SF Hilton Hotel until she decided to return to school. She attended City College of SF, then transferred to Cal (UC Berkeley). After marriage and children, she returned to school and graduated from San Jose State in 1997 with the MLIS degree. Barbara worked as a reference librarian substitute in Marin County and Burlingame, then obtained a half-time permanent position at Sausalito Public Library. She answered an ad for the Presidio Trust Library & Records Manager position in August 1998. The Presidio Trust library collection was just some reports stuffed in boxes, so Barbara designed the space, bought compact shelving and furniture and began cataloging. Currently, Barbara is on the board of the Friends of the Sausalito Library and coordinates their Speaker Series. She loves yoga, Pilates and working out at the gym, and recently returned to oil painting.

Diane T Sands is a naturalist, illustrator and compulsive sketchbook maven. She has been a reference librarian at the California Academy of Sciences for the last 7.5 years. She is active in the Guild of Natural Science Illustrators, produces a regular comic book and served as a 2002 artist-in-residence at the E.N. Huyck Preserve & Biological Research Station in upstate New York. Diane was a recipient of the 2000 SLA Karen Sternheim Memorial Scholarship. Her illustrations of Bay Area special libraries can be found in Bayline.

Camille Reynolds is a librarian for the San Francisco law firm of Nossaman Guthner Knox & Elliott, a position she has held since June 2001. Prior to that she held research analyst and reference positions respectively at two midwest law firms before relocating from Kansas City. She has been a member of SLA since 1999, first with the Heart of America Chapter, and since 2001 with the SF Bay Region chapter, for which she has served on the Networking Committee (2002-03) and as chair of the Academic Relations (2003-05). She received her MLS and Information Management Certificate from Emporia State University, Kansas, and her undergraduate degree from the University of Tennessee-Chattanooga, where she was a scholarship athlete and member of the track and cross country teams. Camille lives in the Richmond District of San Francisco with her husband Bill. In her free time, she enjoys reading, watching movies, hiking and the outdoors and visiting family across the country.

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WEB SEARCH GURU'S HALLOWEEN APPEARANCE A REAL TREAT

By Maggie O'Brien and Nancy Adams



Gary Price

Web search superstar Gary Price appeared before a sold-out crowd on Halloween morning to add to our understanding of Internet search engines—both Google and its competitors/alternatives.

Gary is the current editor of ResourceShelf.com and the news editor of SearchEngineWatch.com. He recently launched DocuTicker.com, a daily update of new reports from government agencies, think tanks, NGOs and other groups.

He started by reminding the audience of how much more advanced we as information professionals are in our understanding of how to comprehend the Web, how to evaluate the sources, how to train users, and how to search efficiently and effectively. A study he cited concluded that the average Web searcher uses two words per query and two queries per search session, and then looks at only

the first page of results for their answers. Effectively, then, for the non-info-pro, any hits that don't appear on the first page are as good as invisible. The massive growth of the Web has not made it any easier to find the information a user needs—it has merely made the haystack a bigger hiding place for the needle of data. That's where we come in.

The biggies

After making us all feel better about our level of expertise, he then turned to looking at the current state of the biggest search engines. Rather than repeat the information on the handout he provided (which can be found at http://www.resourceshelf.com/2005_sla_sf.html), I would like to tell you about some of the resources I that found interesting or exciting (or I just didn't know existed until Gary revealed them).

Comparing results

My new favorite site for demonstrating why a searcher shouldn't simply set his/her toolbar to Google and fire away is <http://ranking.thumbshots.com>. With this site you can do a side-by-side comparison of the same search done with two different search engines. Two rows of dots represent the first hundred hits in each search, with lines connecting identical items. It graphically shows that the first hit found by one engine might be the 14th found by the second, and vice versa. It's a great way to shake you out of your habit of clinging to your favorite, familiar search engine.

Specialized engines

There has been a lot of development in "vertical" search engines, which specialize in finding material in discrete subject areas. Here are some of them and their subjects:

- www.globalspec.com—engineering
- www.zoominfo.com—people and their business links
- www.scirus.com—science-specific articles and information
- www.answers.com—ready reference questions and definitions
- <http://smealsearch2.psu.edu>—scholarly business articles
- <http://citeseer.ist.psu.edu>—computer and information technology articles
- www.science.gov—selected science information by government agencies
- www.findarticles.com—articles on many topics, both free and not
- www.topix.net—current news from a variety of sources

Desktop searching

There was a frenzy of activity last year in the area of desktop search engines, which allow the user to do a Web-type search on her/his own desktop, locating hits of a desired word or phrase without



Eris Weaver dresses up for the occasion

Web Search continues...

regard to whether it exists in a spreadsheet, a saved article or an e-mail message. As someone who can never remember where I stashed that critical reference to a specific title, I am going to further investigate these services. The big players in this field are Copernic, Google Desktop, AskJeeves and Yahoo Desktop Search.

Multimedia searching

Gary called multimedia searching "not very new," but the ability to monitor and search digital audio and video content on the Internet in real time is something that sounds pretty futuristic to me. He mentioned three companies that are currently offering this service: www.criticalmention.com, www.shadowtv.com and www.tveyes.com.

New tools

In his "late breaking cool tools" segment, Gary described some sites that are a little more specialized. If you tend to search in a small group of sites repeatedly, you might want to look at www.rollyo.com, which allows you to construct your own universe of databases and sites to search at one time. For teachers, www.answers.com has a special section that includes lesson plans, what happened on this day in history and more. Bored and want to go out tonight, but you have no idea whether you can get tickets to anything? Look at www.fatlens.com and click on "tickets by city." I see that next Saturday night there are 26 available for Cirque du Soleil, 18 for "Beach Blanket Babylon" and 49 for "The Nutcracker," but only 2 for the "Tribute to Frank, Sammy, Joey & Dean." If you do a lot of looking for addresses and phone numbers, you might want to invest in a subscription to www.argali.com (\$29.95 per year for a single user). Argali searches more than 20 phone directory databases at once.

Other sources

In addition to his life as a writer and editor, Gary is a much-in-demand speaker, which makes finding time to keep up with these developments (not to mention sleeping) challenging. Some of Gary's suggestions are: Website-Watcher (client-based) for Web page updates; Topix.net, which crawls over 12,000 news sources, and Bloglines for blog monitoring.

Many thanks to the Professional Development committee for its hard work on the workshop and to the Pacific Energy Center for the use of its fine facilities—this was definitely a Halloween treat!

President continues...

be some exceptions, but generally, those months will be quieter times for the chapter. Look out for some more summer (yippee!) events in 2006 and 2007, however, as our committees shift their calendars.

Are you still with me? There's more. Starting in 2007, we will hold annual Nominating Committee meetings in May, with elections in September. The new officers will then start their terms every January, shortly before the SLA Leadership Summit. Because we are asking Board and Council members who are starting this June to serve through December 2007, we do not need to hold a nominating meeting or election in 2006.

Hope this helps clarify the calendar shifts. My sincere thanks go out to all the current and prospective Board and Council volunteers who agreed to add six months to their terms that start in June 2006. Best of luck to Barbara, Camille and Diane in the election. Those of us who will step down in June have promised that we will be on hand to help with the transition, from lending advice to pinch-hitting. Happy New Year!



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Back to page 1

REFERENCE LIBRARIAN

By Diane T Sands

LIBRARIAN



DIANE T SANDS

THE NEW MUSEUM SHOULD CONTAIN A CHILDREN'S ROOM IN WHICH WILL BE DISPLAYED BRIGHTLY AND CURIOUSLY COLORED BIRDS AND BUTTERFLIES, MOTHS AND BEETLES AND OTHER INSECTS; CURIOUS ANIMALS OF OTHER GROUPS; ATTRACTIVE MINERALS, AND AQUARIUMS WITH INTERESTING PLANT AND ANIMAL LIFE. AND THERE WILL BE IN THIS ROOM A LIBRARY OF THE INTERESTING AND RELIABLE NATURE BOOKS AND HELPS TO NATURE STUDY. AND THERE WILL BE IN CHARGE OF THIS CHILDREN'S ROOM A WELL-EDUCATED, KINDLY, SYMPATHETIC WOMAN WHO KNOWS ANIMALS AND PLANTS; WHO KNOWS THE SPECIMENS IN THE MUSEUM AND THE LIVE THINGS IN THE PARK ABOUT IT; A WOMAN WHO CAN WISELY DIRECT THE OBSERVATION AND READING OF THE CHILDREN, AND THUS INCREASE RATHER THAN STIFLE THEIR LOVE OF ANIMATE THINGS.

- BARTON WARREN EVERMAN, CAS DIRECTOR'S REPORT, 1914 -

REFERENCE



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INTERNET ARCHIVE CAPTURES WEB CONTENT, MUSIC, BOOKS FOR LONG TERM

By Mimi Calter

How many books can you fit in the back of a van? The select group that was able to attend November's tour of the Internet Archive know that there is no limit, but only if the van is equipped with a satellite dish!

The Internet Archive is a nonprofit organization founded in 1996 to build an "Internet library" with the purpose of offering permanent access for researchers, historians and scholars to historical collections that exist in digital format. The organization has about 30 regular employees, and many more volunteers. Internet Archive is based in the Presidio (the second leaseholder there), but its projects and operations span the globe, including work with the Library of Alexandria in Egypt and a server farm in Amsterdam.

Our tour was lead by Brewster Kahle, director and co-founder of the Internet Archive, who has been active in the areas of technology, business and law. In the early 1980s,



Librarians tour San Francisco's Internet Archive

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Kahle helped found a supercomputer company, Thinking Machines, that built systems for searching large text collections. In 1989, he invented the Internet's first publishing and distributed search system, WAIS (Wide Area Information Server), which created the online presence for many of the world's largest publishers. In 1996, he co-founded Alexa Internet, which provides search and discovery services included in more than 90 percent of Web browsers. He is a board member of the Electronic Frontier Foundation, and a plaintiff in Kahle v. Gonzales (formerly Kahle v. Ashcroft), which challenges recent copyright term extensions.

Archiving the Web

First up on our tour was the "Wayback Machine," a service that allows people to visit archived versions of Web sites. Visitors to the Wayback Machine can type in a URL, select a date range, and then begin surfing on an archived version of the Web. Using the same spiders that search engines use to index the Web, the Wayback Machine makes a "copy" of all the Web sites it can access, approximately every two months. In at least one case, the Wayback Machine team was able to uncover a government press release that was altered and reposted without public notice.

Preserving music and film

Kahle next discussed the Internet Archive's work on film and music archives. The film

Internet Archive continues...

Internet Archive continues...

archive owes much to Rick Prelinger, our other host for the day. Rick founded Prelinger Archives, whose collection of advertising, educational, industrial and amateur films was acquired by the Library of Congress in 2002 after 20 years' operation. Rick has partnered with the Internet Archive to make 2,000 films from Prelinger Archives available online for free viewing, downloading and reuse. On the music front, Internet Archive's Live Music Archive preserves and archives as many live concerts as possible for current and future generations to enjoy. All music in the collection is from trade-friendly artists and is strictly noncommercial, so commercial releases are off-limits. This collection is maintained by the etree.org community.



Deb Hunt and Rick Prelinger

Digitizing books

But the largest part of the Internet Archive's ongoing work relates to books. Through the Open Source Books project, Project Gutenberg, the Million Books project and others, the Internet Archive is working to digitize public-domain books and make them widely and freely accessible. We saw the scanning equipment at work, learned how libraries with appropriate collections can contribute and got details on the server farms that Internet Archives maintains in SOMA, Alexandria and Amsterdam. And distribution of these works is not just in electronic format. Using portable binding equipment, the Internet Archive's Bookmobile is able to download, via satellite link, books it has scanned and hand the patron a printed copy. Our SLA members left with their own copies of "The Cheerful Cricket" to enjoy at home.

Many thanks to Rick Prelinger and Brewster Kahle for a wonderful tour, to Beatrice Murch, who did much of the legwork at Internet Archive, and to Sandy Malloy for organizing things on the SLA side. We had a sellout crowd and look forward to visiting again.

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LIBRARIANS WHO TOOK UP PENS CHRONICLE EXPERIENCE AS AUTHORS

By Diane Rosenberger

Despite only 17 shopping days remaining 'til Christmas, about 40 people gathered at Caffé Verbena in downtown Oakland to hear Barbara Geisler and David Dodd talk about their paths to authorship.

The enthusiastic group convened in the "outdoor" seating area of the busy restaurant. Not really "outdoor" on this dark, drizzly evening, but rather a semi-private corner of the APL Building lobby adjoining the restaurant. Due to the high ceiling, acoustics could have been a problem, but the able efforts of Craig Cruz solved that problem for most of us.

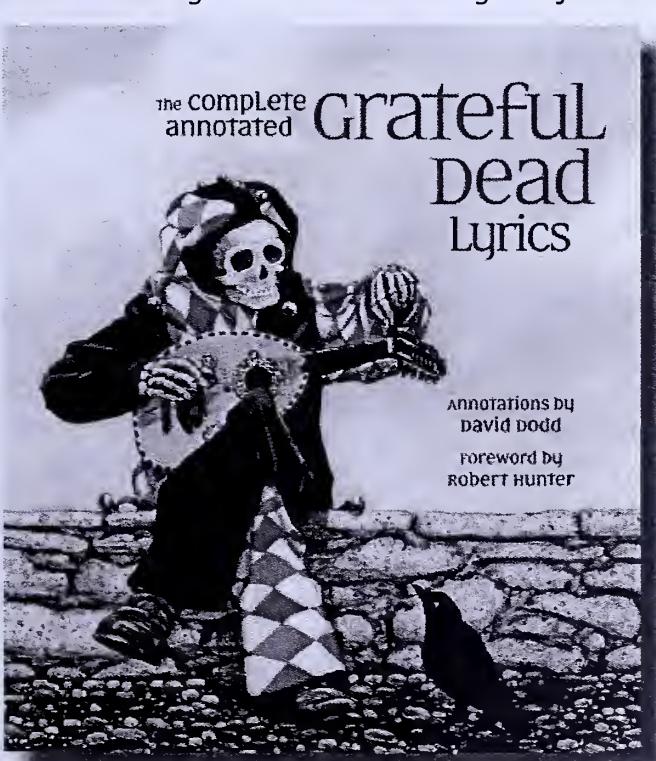
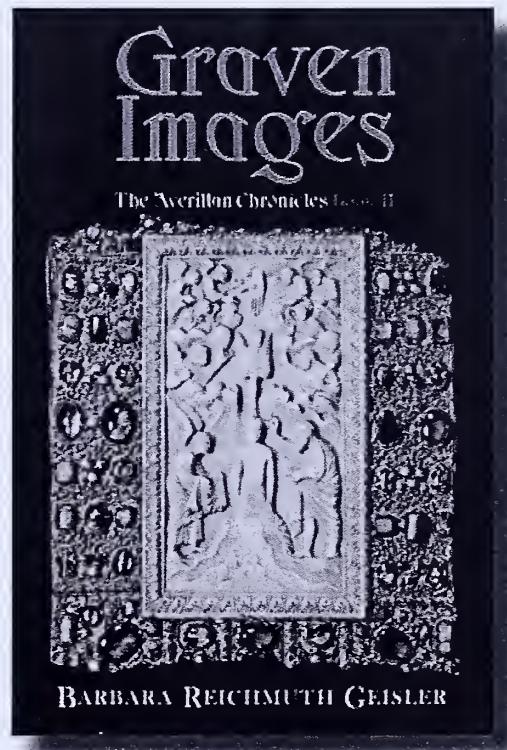
Barbie Geisler, former head of the San Francisco Performing Arts Library and Museum, is the author of two historical-fiction mysteries. Her books, "Other Gods" (2002) and "Graven Images" (2004) are the first in "The Averillan Chronicles"—what will hopefully become a series of 10 that will follow the Ten Commandments. The March 1, 2005, "Library Journal" review says Graven Images "brings the Middle Ages to life with authentic, nitty-gritty detailing, picturesque surroundings, and realistic characters."

David Dodd, currently librarian for the city of San Rafael, is a longtime fan of the Grateful Dead (Oakland Coliseum 1976 concert). He founded The Annotated Grateful Dead Lyrics Web site (<http://arts.ucsc.edu/gdead/agdl/>) in 1995 while working as a cataloger at the University of Colorado in Colorado Springs. For nearly 10 years he wanted to create a book from the Web site content and, finally, the Dead's in-house publishing company, Ice Nine, agreed to let him do it; "The Complete Annotated Grateful Dead Lyrics" was published this past October. Along the way, David also wrote and saw published "The Grateful Dead and the Deadheads: an Annotated Bibliography" (1997) and "The Grateful Dead Reader" (with wife Diana Spaulding, 2000).

Both David and Barbie knew early on that they wanted to be writers. Barbie was telling stories to fellow campers at a young age and was writing stories in eighth grade. David won prizes for poetry in the third grade and landed a great job in high school that paid by the inch to report on football games. Barbie favors writing for one hour every day, early in the morning when not quite awake. David

gave up 8:30-10:30 p.m. to get the annotated lyrics into book form in a short number of months. As a UC Berkeley alum, Barbie took advantage of being able to use the campus libraries and borrow books. David gave credit for his interest in research and annotating to time spent working for a German professor at UC Davis. Barbie provided a "writing rules" handout full of good suggestions for any of us thinking about becoming librarian-writers. David said his next project is to build a new library for San Rafael (and donations are welcome).

Among the evening's attendees were Dav Robertson, a candidate for SLA President-Elect, and his wife Eliza, who is currently president of SLA's North Carolina Chapter. The evening's three lucky raffle winners were Bruce Thomas (two passes to the Oakland Museum), Lee Pharis (the cooking tips book "How to Break an Egg") and Eliza Robertson ("The Great Book of Chocolate"). Many thanks to Hospitality Committee Chair Daniel Scott Angel and Director-Programs Vivian Kobayashi, along with special thanks to the evening's sponsors: Advanced Information Management (AIM), Certified Personnel, EBSCO, and Taylor & Associates.



MOSAIC: WHAT'S HAPPENING WITH OUR MEMBERS

By *Rochelle Richardson*

I hope everyone enjoyed the holidays with a minimum of stress, and a big thank you to the folks who contributed to this column.

Moving on

Let's begin with news from **Cristina Campbell**, who has joined the ranks of the Happily Retired or as she likes to characterize it, the "jubilated." (Cristina explained to me that in Spanish the verb "to retire" is "jubilarse," so retiring is to jubilate oneself. I love it.)

Cris was most active in the SF Bay Region chapter during the 20 years that she spent at the Public Health Library at UC Berkeley, including her term as chapter president during 1990-1991. In March 2001 she took the leap to accept a special assignment at the California Digital Library (CDL, <http://www.cdlib.org/>), leaving the leadership of the Public Health Library in the very experienced hands of fellow SLA member **Debbie Jan**.

At the CDL Cris was the project manager for the transition of the Melvyl UC systemwide union catalog from its original mainframe, homegrown software-based version to a new UNIX-based version utilizing the Aleph software developed by Ex Libris. This gave her a chance to completely shake up her head, learn lots of new skills and delve more deeply into the peculiarities of the MARC record than she had ever imagined she would. In April 2004, the new Melvyl (<http://melvyl.cdlib.org>) went into production, and Cris oversaw the subsequent decommissioning of the legacy system at the end of summer 2004. Cris had accepted the Melvyl oversight position as a temporary appointment; it lasted until the end of June 2005, when the management of Melvyl had been safely transferred to the portfolio of CDL's new Bibliographic Services Manager, the energetic and capable **Patti Martin**.

Cris can now be found several days a week at the UC Berkeley Botanic Garden, happily learning about the propagation of California natives (which involves developing fingernail dirt that will never be gone) and participating in the docent training program. She is thrilled to have new time to reconnect with friends, read (what a concept!) and get in plenty of swimming, walking, yoga, gardening...etc.! Congratulations, O Jubilated One!

David Grossman sends word that he has joined the Mill Valley Public Library as the History Room Librarian and for a second gig, is writing a column on the future of libraries in "Searcher" magazine beginning in February. The column, called "What's Next," will initially appear five times per year. He is working to locate librarians doing futuristic things or those with library training who are operating in nontraditional positions to be featured in the column. All of us nontraditionals will be getting in touch with him soon.

Christine Harris has made the jump from special libraries to public libraries and is now the Acquisitions Manager for the San Francisco Public Library. She is really enjoying the variety of the job and getting to know the very intricate world of acquisitions. She can be reached at charris@sfpl.org. Congratulations to both David and Christine on your new jobs!

Traveling

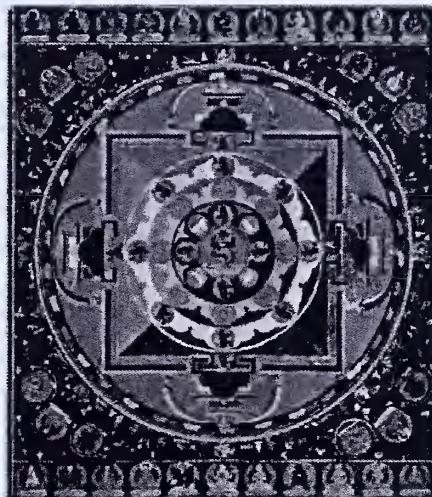
At the end of September, **Deb Hunt** and husband, **Dave Peck**, spent eight days in western North Carolina hiking and visiting waterfalls and gorges, rafting down the Nantahala River, riding the Great Smokey Mountains Railroad and seeing this very beautiful part of the U.S. How did they end up there? At last January's SLA Leadership Summit in Tampa, there was a fund-raising auction. Deb had the highest bid on a house for a week in the mountains of N.C. (It was donated by an SLA member in the Florida/Caribbean Chapter.) So, if you're thinking about attending the 2006 Leadership Summit (<http://www.sla.org/content/resources/leadcenter/LeadershipSummit/06leadsummit/index.cfm>), you may be surprised where it takes you, both professionally and personally.

And speaking of travel, have you ever thought of mining the best travel tips and information from SLA members in the area where you are traveling to? Deb did this for the previously mentioned trip, a road trip from Nashville (SLA 2004) to North Carolina and also for a trip to Florida. She e-mailed the chapter president or discussion list moderator explaining travel plans and the sorts of things she

Mosaic continues on next page

Mosaic continues...

wanted to see and do. She asked him or her to forward the message to the chapter discussion list. Wow, the responses she got were fabulous. She learned tips that didn't appear on any Web site or in any travel book. For example, when she went to North Carolina, she could fly to either Knoxville or Atlanta, but chose Atlanta to miss the Big Game at the University of Tennessee in Knoxville on the return flight day. Tens of thousands of fans attend this game and tie up traffic all over the city. She would never have known this without the savvy advice of local SLA members. This is a great tip, and one I will remember the next time I venture into unknown territory.



Joining the ranks

And finally, **Jo Falcon**, author of "The Library Gene" (Bayline Nov. 1999, <http://tinyurl.com/c8txw>), is delighted to announce that her niece **Leah Swift** has been accepted into the MLIS program at the University of Western Ontario. This is additional evidence for the hypothesis that librarianship runs in families, and no surprise to anyone who has met her. Join me in wishing all the best to Leah in her future studies!

Well, that's all for now. Since I cannot make this stuff up myself, please send word of your personal and professional accomplishments to me at rocheller@email.com.

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Attention Information Professionals: Your help is requested...

21st Century students are used to getting information fast. This year, the annual Career Event at UC Berkeley's School of Information Management and Systems (SIMS) will bring the notion of speed-dating to networking.

The SLA Bay Region Chapter's Academic Relations Committee is looking for a wide variety of information professionals to meet with students for an afternoon of speed-networking.

Students will be able to sit down with a variety of information professionals for seven-minute sessions over the course of 49 minutes and a reception will follow. The goal is to provide students the opportunity to discover the diversity within our field that they might not otherwise have exposure to.

The event will be held at SIMS, UC Berkeley, on Wednesday, March 15, 2006, from 4 p.m. to 6 p.m. Please e-mail Kathleen Cameron if you are interested in participating.

SLA-SF Calendar

Image Libraries: Best Practices and Pitfalls

SLA-SF Chapter Dinner Meeting

Monday, January 9, 2006 – 5:30-8:30 p.m.

Location: Sinbad's Pier 2 Restaurant (next to Ferry Terminal), San Francisco

SLA Leadership Summit

<http://www.sla.org/content/resources/leadcenter/LeadershipSummit/06leadsummit/index.cfm>

January 18-21, 2006

Location: Houston, Texas

Podcasting

SLA-SF/Baynet Chapter Dinner Meeting

Tuesday, February 7, 2006

Location: San Francisco Chronicle, 901 Mission Street, San Francisco

Joint Meeting: SLA San Andreas and San Francisco Chapters

SLA-SF/San Andreas Hosted Dinner Meeting

Date in March TBA

Location: TBA

Speed-Networking with Information Professionals

SLA-SF Academic Relations Committee Event for Students

Wednesday, March 15, 2006 – 4-6 p.m.

Location: UC Berkeley, South Hall, Room 110

SLA-SF Neighborhood Dinners

April 3-7, 2006

Locations: TBA

SLA-SF Chapter Tour

Monday, May 1, 2006

SLA Annual Conference

<http://www.sla.org/content/Events/conference/ac2006/index.cfm>

June 11-14, 2006

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Go to <http://www.sla.org/chapter/csfo/volunteer2000.html>, the interactive form on the SLA-SF Web site or complete and e-mail this form to the individual committee chairs. See page 2. Send the completed form by snail mail to Chris Orr at Landor Associates, 1001 Front Street, San Francisco, CA 94111.

Please select your area interest(s) and fill in your contact information:

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____ Archives	Maintains historically important Chapter documents
____ Bayline	Contributes or edits articles for the chapter newsletter
____ Consultation	Coordinates outreach and pro bono consultations
____ Directory	Publishes the Directory
____ Finance	Prepares Chapter annual budget and mid-year reports
____ . . . Government Relations	Monitors and reports on relevant legislation
____ Hospitality	Selects locations and arranges dinner meetings
____ Jobline	Updates online Jobline listings
____ Mailing	Coordinates Chapter mailings
____ Networking	Information liaison with other organizations
____ . . . Professional Development	Organizes continuing education programs
____ Program	Selects topics/speakers, organizes meeting programs
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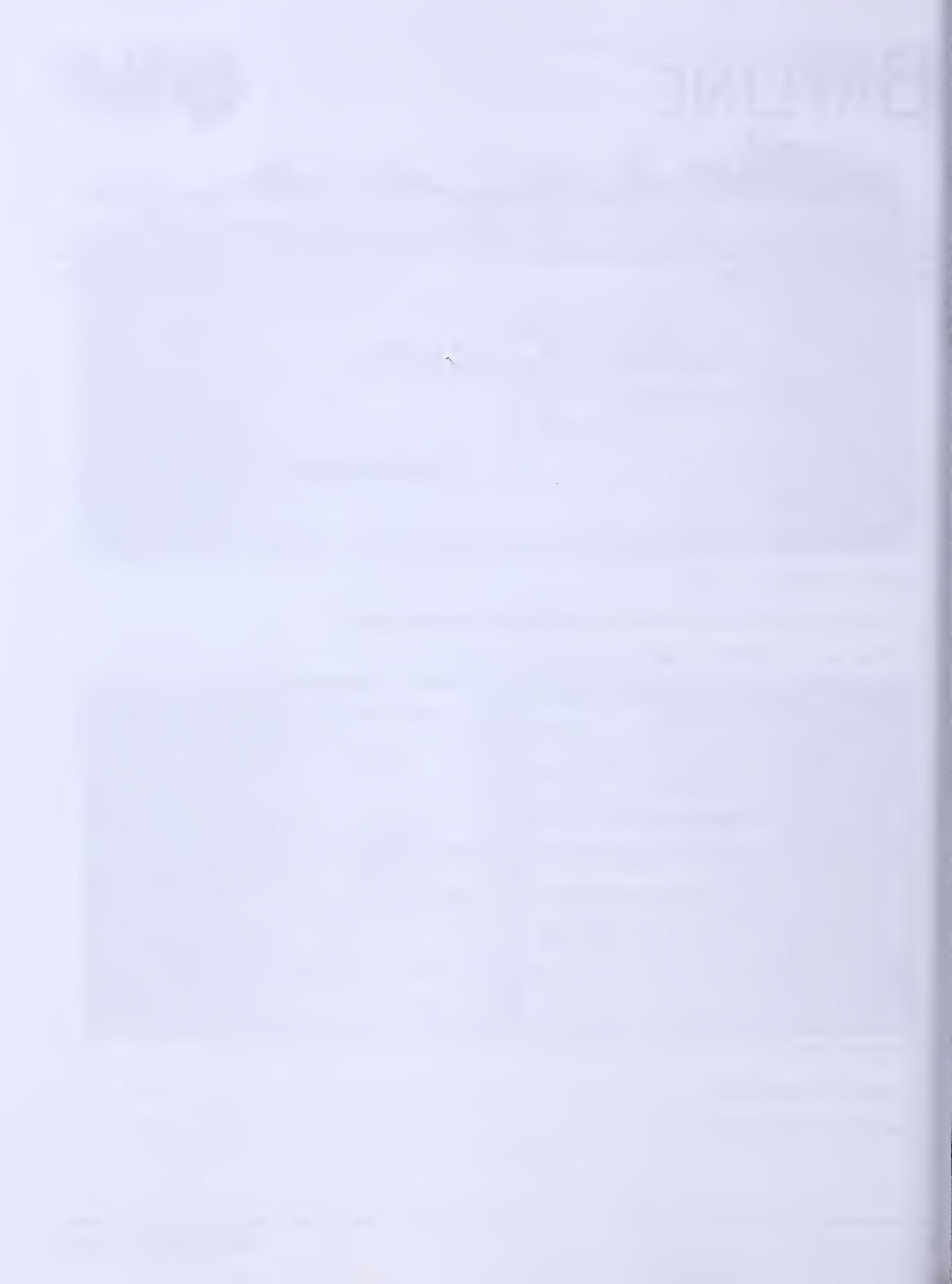
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Calendar events are updated
bi-weekly on the SLA-SF Web site:
<http://www.sla.org/chapter/csfo/csfo.nsf>



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Bulletin of the San Francisco Bay Region Chapter
Special Libraries Association

March • April 2006
Volume 76 Number 4

PRESIDENT'S MESSAGE

By Chris Orr

I have to hand it to Janice Lachance, CEO of SLA. She's a pistol. Thanks to her financial stewardship, SLA finished 2005 in the black for the third year in a row. With her leadership in launching Click University, virtual seminars, Internet discussion lists and "Communities of Practice," the association has strengthened its delivery of learning, networking and advocacy for the profession and our strategic partners. With her innovative thinking, she's transformed the former "mid-winter" meeting into an annual Leadership Summit for SLA chapter and division officers and other interested members.

This January, during the 2006 Leadership Summit, more than 200 of us met in Houston for workshops and reporting sessions on the governance of the association. This wasn't a matter of sitting in dark conference halls all day. This was a bright commingling of SLA staff, SLA Board of Directors and SLA chapter and division leaders for active brainstorming on how we can serve and be served by SLA. It was serious fun. The annual conferences in June, with thousands of participants, are full of professional education and networking in their own right, but the smaller-scale summits are all about SLA. I predict that the Leadership Summit will become THE annual buzz-session of the association.



But it's not only Janice Lachance's day-to-day management competence that has enhanced SLA and our profession. Lachance is truly visionary on a global level. She parlayed her SLA role (not to mention her prior experience at the cabinet level of the Clinton administration) into direct actions to achieve consensus on the future of Internet governance.

Yes, our own Janice Lachance was selected by the U.S. Department of State and the Bush Administration to represent the memberships of SLA, ALA, AALL, MLA, and ARL as an official member of the United States Delegation to the World Summit on the Information Society (WSIS), which was held late last year in Tunisia. As she says, "I believe we negotiated an excellent agreement ... [to] establish an Internet Governance Forum that would discuss overarching issues surrounding the Internet. ... This would give all nations, as well as stakeholders like us, the opportunity to voice issues of concern without interfering in a system that, for the most part, works well."

This makes me proud. This makes me more willing to participate in SLA, knowing that our CEO is advocating, at an international level, the open-information values I cherish.

Allow me to return to unit governance for a moment. There's a healthy turnover built into the process of chapter and division leadership that ensures new ideas, fresh perspectives. SLA leaders change every year or two at the chapter and division level because we're volunteers and we're teaching each other how to take charge. We carry the baton and then pass it on, in true team spirit. SLA leadership is a form of professional development and a potentially powerful form of innovation. So don't hold back on your ideas and on stepping up to grab the baton. We need you.

I give a big shout out of thanks to all of our chapter volunteers and our wonderful members. You rock! As Janice Lachance said at Leadership Summit 2006, "I believe in thanking people. You can't thank people too much." I am truly grateful to all of you who bring so much to the profession and to our chapter.



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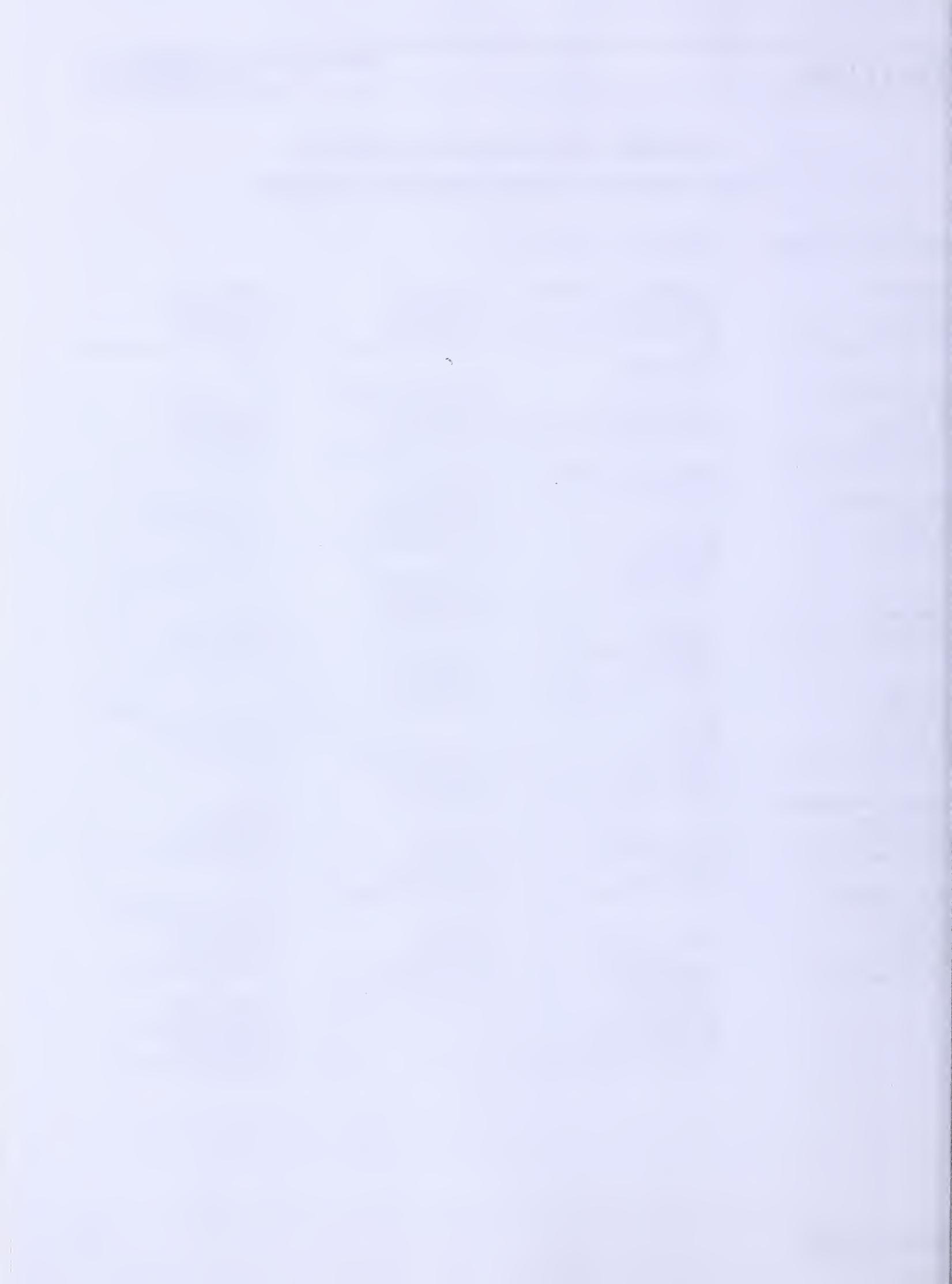
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The San Francisco Bay Region Chapter bulletin is published five times for Volume 76. Publication dates for this Board Year are by the fifth day of September, November, January, March and May. The Special Libraries Association assumes no responsibility for the statements and opinions advanced by the contributors to the Association's publications. Editorial views do not represent the official position of the Special Libraries Association. Acceptance of an advertisement does not imply endorsement by the Special Libraries Association.

Volume 76 Copy Deadlines: July 31, September 30, November 30, January 31 and March 31.

Copyright and submission: All article submissions must receive approval from the editor and are subject to editing. Submitting authors must sign a copyright release. Authors retain all rights to their articles and know that the full contents of *Bayline* will be published online at the San Francisco Bay Region Chapter Web site. Articles previously published will usually not be accepted for *Bayline* but exceptions can be negotiated.

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Editor's Notes

I hope you have some time set aside for reading because this issue of *Bayline* is packed with information.

Ruth Pennington Paget's "Global Librarian" column returns on page 4 – this time offering suggestions

for interpreting library communications for non-English speaking clients. Her first column was such a hit that SLA'S Business and Finance Division asked to publish it in the Winter 2006 bulletin (http://www.slabf.org/BF131_Winter2006.pdf).

SLA-SF has another reason to toot its own horn, as well. Former Chapter President Jackie Desoer has been chosen for 2006 induction into the Association's Hall of Fame. Jackie has many admirers, and some who shared their appreciation are included in a story on page 18.

Speaking of Chapter leadership, SLA-SF members will have the opportunity to approve the slate for our 2006-07 Executive Board at the March 9 meeting. See page 12 for information about the candidates.

Members can also nominate our local shining stars for the 2006 Chapter Professional Achievement Award; the nomination form is on page 17.

Chapter Networking Chair David Grossman has once again done the legwork for us on travel and hotel options (page 8) for those attending the SLA Annual Conference in Baltimore.

Eris Weaver, current Membership Chair and future Chapter President, attended the SLA Leadership Summit in January. She found a lot of inspiration and information on increasing and maintaining membership, which she shares on page 15.

I'm excited at the prospect of Eris putting some of these ideas into action. As a student at San Jose State University – especially one taking a class called Issues in Special Libraries, which requires attendance at local association meetings – I know it can be intimidating to approach professionals. I would love to see SLA-SF help students ease into the networking that is useful, and enjoyable, for special librarians.

As Bayline Editor and SLA-SF Webmaster, I also strive to serve the Chapter as best I can. I hope this issue of *Bayline* proves useful to you.

GLOBAL LIBRARIAN

Multicultural marketing part II: Interpretation tips for reaching patrons

By Ruth Pennington Paget



"Even when you can fluently speak a foreign language, some occasions require the services of an interpreter," I used to tell prospective clients when I worked for a "translation" company.

During marketing brainstorming sessions or difficult negotiations, an interpreter can give a librarian additional time to develop an appropriate response as well as give you clues about what your foreign-language-speaking colleagues or library customers may be communicating through nonverbal communication, which is specific to each culture.

When librarians are not native speakers of a foreign language and must orally present legally binding material or information on a bond issue to a large audience, it may be better for them to present this information in English with U.N.-style simultaneous translation. Edwin Reischauer, for instance, always used an interpreter for his public speeches in Japan while he was ambassador there – despite speaking Japanese fluently.

The following tips on interpretation and foreign-language narration or dubbing, a related sub-genre of interpretation, will foster successful work relationships between you and your interpreter.

Simultaneous vs. Consecutive Interpretation

There are two types of interpretation: simultaneous and consecutive. Simultaneous interpreters orally convert a message while a speaker is talking – like they do at the United Nations. Audience members wear headphones while the interpreters work in teams in specially equipped booths. In consecutive interpretation, the speaker pauses and waits for the interpreter to orally convert a message. Consecutive interpretation typically takes place at negotiations.

Interpreter References, Credentials, & Education

As for translation, there is no national certification in the U.S. for interpreters. The typical method to evaluate interpreters or agencies providing interpreters is to request a list of previous assignments and client recommendations. Sometimes, due to confidentiality issues, it may be difficult to obtain references from all clients.

Marsha Bindel, who has worked as the head of translation and interpretation services for a communications firm and who is a member of the Société Française de Traducteurs, notes that librarians should look for interpreters who can maintain composure under pressure. She emphasized in our interview, "For consecutive interpreters, aside from possessing truly bilingual speaking skills, class, diplomacy, tact and confidentiality are required. It is not always easy to ask speakers to take a breath, so you can translate or ask that only one person speak at a time."

In business, matching a consecutive interpreter of appropriate educational, class or gender status to your representative is an important selection criterion for interpreters. Librarians often do not have this option, but should be aware of the impact that their interpreter has on different cultural groups. For further information, see "Sociological and Cultural Considerations" on the next page.

Marsha Bindel had the following advice for selecting simultaneous interpreters:

"For simultaneous interpretation, I advise thorough training in specialized schools. Simultaneous interpreters must be capable of ingesting large amounts of knowledge in extremely short periods of time. Not everyone is capable of listening to one language and speaking in another. For this reason, training is essential."

"Unlike consecutive interpreters, they must follow the flow and have absolutely no way of slowing people down or requesting that only one person speak at a time. They must, therefore, be capable of mental editing while they are speaking and this, too, is a learned skill."

In California, the Monterey Institute of International Studies (www.miis.edu) provides training for interpreters at the graduate level.

Freelance vs. Agency Translators

Interpreters often gain experience working for agencies and, then, work as freelance interpreters so they can retain all of their fees and command higher pay rates.

Global Librarian continues on next page

Global Librarian continues...

The American Translators Association (www.atanet.org) offers a referral service for consecutive and simultaneous interpreters and for agencies that provide these services. The organization does not offer an interpretation certification exam, but does offer a translation (written word conversions from one language to another) certification to its members.

The Geneva-based International Association of Conference Interpreters (AIIC, www.aiic.net) has more than 2,700 interpreter members who live in all parts of the world. They offer a referral directory, provide guidelines for interpreter working conditions and state a code of working ethics.

It is worthwhile to note that the best interpreters often reserve their schedules one year in advance. These interpreters are the ones that you find by word-of-mouth. They are usually very experienced and knowledgeable in certain areas and will be expensive to employ.

Two international language companies can also provide you with interpretation services: Berlitz (www.berlitz.com) and Inlingua (www.inlinguausa.com). Local firms can also favorably compete in terms of fees, especially if you do not have to fly in an interpreter.

Fees for interpreters depend on their experience, knowledge and training, as well as the complexity of your assignment. As the client, librarians should seek competing bids. When seeking bids, though, make sure you get breakdowns of what you are paying for so you can compare apples with apples and oranges with oranges. A low bid, for example, might list travel for the interpreter separately. Due to the scarcity of qualified interpreters, especially for Asian languages, payment schedules vary.

Interpretation Work Processes

As pointed out earlier in this article, consecutive interpreters wait for speakers to stop speaking and then translate. The consecutive interpreter takes notes and may ask to clarify points before translating.

Simultaneous interpreters work in booths in groups of teams. Gill Upton notes in his article "Mind Your Languages" that "Japanese, Korean, or Chinese interpreters have a far higher per day rate than any of the European languages (Upton, 1999). This is due to the different structure of their languages. In Japanese, for instance, the words follow a "subject-object-verb" order whereas in English we use a "subject-verb-object" structure. A Japanese interpreter has to wait for the speaker to finish an entire sentence before he or she can begin interpreting, which puts him or her behind a sentence during the speech."

Upton (1999) further notes that "Asian language interpreters tend to work three to a booth rather than two of their European counterparts. The standard doubling up is because the intense concentration needed to do their job reduces their work time to 20-minute shifts."

Ideally, simultaneous interpreters should see both the audience and the speakers to pick up on nonverbal communication clues as well as interpret the verbal speech. Audience members should receive translated written instructions on how to operate the headsets (Upton, 1999).

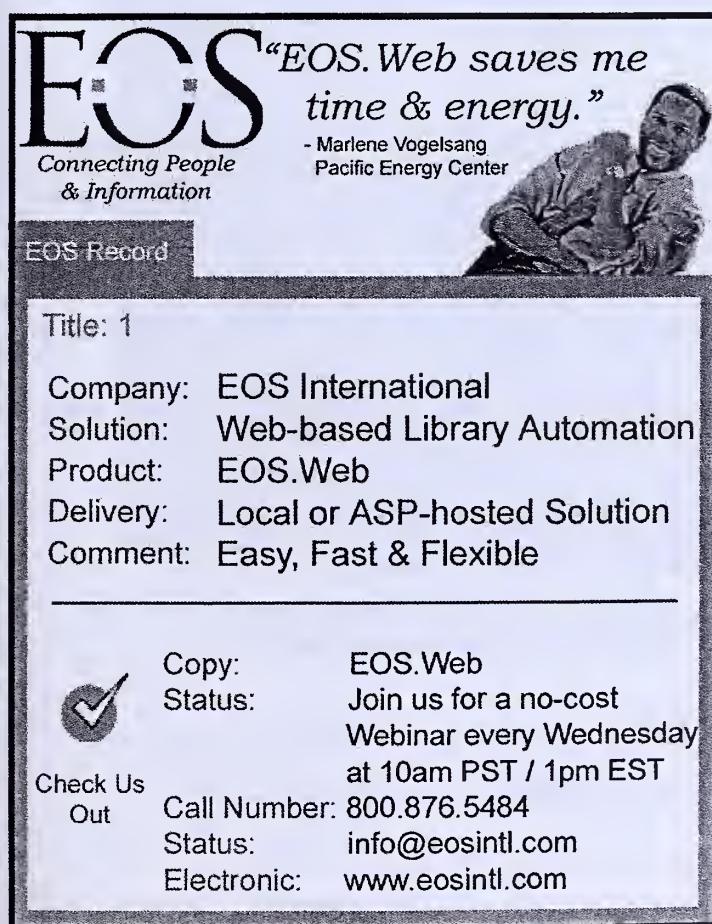
Most importantly, consecutive and simultaneous interpreters should receive background materials prior to the day of translation, so that they can clarify jargon and organizational terms. Remember that your audience will view your interpreters as part of your team, especially if you are doing consecutive interpretations during negotiations.

Simultaneous Interpretation Equipment

Simultaneous translation booths measure 6 feet by 8 feet. You need to rent booths and assemble them if your facility does not have them. Not every city has interpretation booths available for rent, in which case you will have to pay for their transport and for the staff to assemble and manage them.

If booking a conference room, you have to take the size of the booths into consideration. A 100-person conference actually needs space for 130 people to accommodate interpretation booths (Upton, 1999).

For the headsets, you need someone to hand them out and to account for them all in an orderly fashion.



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Global Librarian continues on next page

Global Librarian continues...

Asking attendees to sign out headsets might offend some audience members, but may help in accounting for them.

Role of the Interpreter

Deborah Hwa-Froelich and Carol E. Westby give an excellent explanation and chart of what kinds of role an interpreter can fill for your library in their article "Considerations When Working with Interpreters" (Hwa-Froelich and Westby, 2003). Deciding the role the interpreter is to play before the actual interpretation will allow your library organization and the interpreter to work most effectively together.

Hwa-Froelich and Westby define three main interpreter roles:

Neutral Interpreter – conveys messages, but has no relationship with participants. Examples of this type of interpreter would be U.N. interpreters and court interpreters.

"Manager" or "Incremental Interventionist" – ensures that messages are conveyed and asks parties if they have understood the translated message. Interpreters in this situation form part of your organization's team and ideally your library staff has learned how to work with the interpreter (stopping to allow the interpreter to talk, not talking all at once and providing the interpreter with background materials so he/she can accurately interpret jargon and organizational terms among others).

Embedded interpreters – convey messages and represent members of your target audience's cultural/linguistic community, maintaining the roles and social rules of your target audience. Governments, religious organizations and cultural groupings usually employ these types of interpreters.

Deciding which role you wish the interpreter to play for your library organization helps prevent putting your interpreter in an awkward position where they might misrepresent or miscommunicate information about your library.

Sociological and Cultural Considerations

When President Carter went to Poland in 1977, his American interpreter translated his wish to "understand your desires for the future" as "desiring the Polish people carnally." Educational and social background play a key role in how your interpreter words your phrases. Both of these factors will come into play as you field potential interpreter candidates.

Gender and age often figure into the hiring decisions of interpreters in international business, as corporations seek to successfully assimilate into the business culture of a particular country. A retired businessman can function better than a young woman in some cultures as an interpreter, whereas a young woman serves better in others. As librarians we have to be aware of how our choices in choosing an interpreter reflect upon our institutions.

Implications for Foreign Language Narration

Sound is added to a film by means of time codes that match speech to image frame. Foreign language narration or film dubbing requires a cross-cultural adaptation not only for using appropriate idiomatic dialogue, but also for fitting dialogue into the time codes. The differing word order of German, for example, and the length of some of its words mean that the script has to be rewritten, especially because verbs in German appear at the end of a sentence; this situation makes it easy for dialogue not to match actions if the script is not adapted.

Foreign-Language Talent Considerations for Narrations

Speaking a foreign language does not make a person a professional narrator. Voice quality and accent are important. Your library organization should always ask for recorded voice samples and have them evaluated by a native speaker, if possible, before hiring a narrator.

Equally important is hiring a foreign-language director who can let the narrator(s) concentrate on narrating and not worry about production issues.

Conclusion

Librarians should decide what role they would like interpreters to play in representing the library. Once you do this, educate your staff about how to work with an interpreter. Make sure to provide the interpreter with background material so they will know how to translate jargon and organizational terms.

Librarians should make sure they listen to recorded voice samples before choosing talent for foreign-language narrations. Preferably, a native speaker should help your library evaluate voice quality and accent.

Sources

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Upton, Gill. (1999). "Mind your Languages." *Marketing*.

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Are you sure nothing important slipped through?

AGREEMENT AND PLAN OF MERGER AND REORGANIZATION
 THIS AGREEMENT AND PLAN OF MERGER AND REORGANIZATION ("Agreement") is made and entered into as of April 17, 2005, by and among: [REDACTED] a Delaware corporation ("Parent"); [REDACTED] a Delaware corporation and a wholly-owned subsidiary of Parent ("Merger Sub"); and MACROMEDIA, INC., a Delaware corporation (the "Company"). Certain capitalized terms used in this Agreement are defined in Exhibit A.

RECITALS

A. Parent, Merger Sub and the Company intend to effect a merger of Merger Sub into the Company in accordance with this Agreement and the DGCL (the "Merger"). Upon consummation of the Merger, Merger Sub

B. It is intended that the Merger qualify as a reorganization within the meaning of Section [REDACTED] of the Code.

C. The respective boards of directors of Parent, Merger Sub and the Company have approved this Agreement and the Merger.

D. In order to induce Parent to enter into this Agreement and cause the Merger to be consummated, certain stockholders of the Company are executing voting agreements in favor of Parent concurrently with the execution of this Agreement (the "Company Stockholder Voting Agreements").

E.

AGREEMENT

The parties to this Agreement, intending to be legally bound, agree as follows:

Section I. DESCRIPTION OF TRANSACTION

1.1 [REDACTED] into the Company. Upon the terms and subject to the conditions set forth in this Agreement, at the Effective Time (as defined in Section 1.1), Merger Sub shall be merged with and into the Company. By virtue of the Merger, [REDACTED] the separate existence of Merger Sub shall cease and the Company shall continue as the surviving corporation in the Merger (the "Surviving Corporation").

1.2 Effects of the Merger. The Merger shall have the effects set forth in this Agreement and in the applicable provisions of the DGCL.

1.3 Closing; Effective Time. The consummation of the Merger (the "Closing") shall take place at the offices of [REDACTED] Pala Alta, California on a date to be designated by Parent, which shall be no later than the second business day after the satisfaction or waiver of the last to be satisfied or waived of the conditions set forth in Sections 6 and 7.1. [REDACTED] Date on which the Closing necessarily takes place, in the event that any one or more of the applicable requirements of the DGCL, which are not otherwise satisfied or waived, are not satisfied or waived by the time set forth in Section 7.1, the Closing Date shall be the date on which the last to be satisfied or waived of such requirement is satisfied or waived. The parties acknowledge that the closing date may be delayed if the closing date is not the date specified in this section due to the failure of either party to satisfy or waive any condition precedent to the closing date.

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NO BARGAINS IN BALTIMORE: TRAVEL TIPS FOR SLA ANNUAL

By David Grossman

Librarians traveling to the SLA Annual Conference will find few bargains this year. With higher oil prices, many financially troubled airlines have eliminated "excess capacity," which translates to fewer seats for sale. Fewer seats + more travelers = crowded airplanes and higher prices. But you can still save a buck...if you can be flexible regarding connections, departure times, and choice of airlines and airports.

As always, Bay Area residents are lucky to have three nearby airports inhabited by many discount airlines, which helps lower fares on all carriers. At the other end, Baltimore is also served by three airports, although Baltimore Washington International Airport (BWI) is by far closest to downtown Baltimore and the Convention Center.

For those who will only consider a nonstop flight, you may pay more for that convenience and you have limited options. The only nonstop service from the Bay Area to BWI is on United Airlines. On a recent survey of various travel Web sites, you could buy a nonstop, round-trip ticket between San Francisco International Airport (SFO) and BWI for \$515 for flights departing either Saturday or Sunday (June 10 or 11) and returning to SFO on Thursday (June 15). Note that advance purchase and Saturday night stays are often no longer prerequisite to finding a low air fare.

One of the very few disadvantages of life on the West Coast is the three-hour time loss when traveling cross country, which almost always necessitates arrival the day before your meetings unless you are willing to endure the red eye. United's two nonstop flights leave SFO at 2 p.m. and 10 p.m., getting you into Baltimore at around 10 p.m. and 6 a.m. (the next day), respectively.

If you insist on a nonstop flight coming home, there is another issue. There is only one daily nonstop flight back to SFO and it leaves at 7 a.m. This means there will be no quick 5 p.m. getaway following your last conference session. You will need to spend an extra night in Baltimore.



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If you are willing to fly into Dulles International Airport in Virginia, your nonstop options are far more plentiful because United has a hub at both ends. They operate eight nonstop flights per day from SFO to Dulles. In addition, United also offers a single daily nonstop flight from San Jose to Dulles and another from Oakland to Dulles. You can also fly nonstop from Oakland to Dulles on JetBlue, which operates three flights per day.

At the time this writing, the nonstop round trip fare on United from SFO to Dulles was \$480 if you flew on Saturday, but waiting till Sunday will set you back by \$1,050. (In this case, the Saturday night stay is still advantageous.)

Nonstop fares can be more reasonable from San Jose or Oakland. When this was written, the round-trip fare on United from San Jose to Dulles was \$375 departing on Saturday and \$405 on Sunday. From Oakland, the Saturday departure was \$460 on United and \$335 on JetBlue, and \$490 on United and \$360 on JetBlue on Sunday.

The only catch is that Dulles is 61 miles from downtown Baltimore. A taxi from Dulles to Baltimore would cost well over \$100. Even a shuttle van would probably cost around \$100 and public transportation from Dulles is virtually nonexistent. When I need to travel between Dulles and Baltimore, I find the most prudent and expedient method is to rent a car and drop it off immediately after the one-way drive. At the time this was written, you could do a one-way rental for as low as \$32 from Dollar or \$38 from Avis, with all taxes and fees included in those prices.

Baltimore continues on next page

Baltimore continues...

If you are willing to connect, many more flight options abound. At the time of this writing, the lowest fares from any of the Bay Area airports to BWI ranged from \$290 to \$340 on either Saturday or Sunday.

Fares to Dulles were also very similar to those from Baltimore. The absolute lowest fare I could find from any airport was a round-trip from San Jose to Reagan National Airport (DCA), also in Virginia, for \$215 departing Saturday on Southwest and connecting to ATA at Chicago's Midway Airport. Transportation from DCA to downtown Baltimore offers a few better options than from Dulles. A shuttle van here might cost around \$80. You can also take the Washington, DC, Metro and connect at Union Station for a train to downtown Baltimore if your luggage is light and you would like to save some money. You will still have to take a short taxi ride from the Amtrak station in Baltimore to your hotel, but the total spent on ground transportation would run anywhere between \$17 and \$30 depending on the day and time of your travel. The rental car option also works well here.

To derive the air fares found in this article, I searched a variety of Web sites. There is no single source that will consistently return the lowest fares. Aggregated shopping sites, like Kayak.com, SideStep.com, Cheapflights.com or Yahoo's Qixo.com often search across many Web sites to find the lowest fares.

If you haven't flown cross country in a while, you will notice some changes. Until recently, transcontinental routes were almost always flown by large, wide-bodied, twin aisle jets. Not so anymore. Of the 14 nonstop flights to Baltimore/Washington, only one flight uses a wide-body Boeing 767, so prepare for an intimate experience with your seat mate and the other 150 passengers crammed into a single-aisle airplane.

If you want more room, there are still ways to find a more comfortable seat. United offers Economy Plus, which is a special section of the airplane with lots of space between each row, reserved for United's Premier customers or those who will pay a fee to upgrade.

AirTran also offers a Business Class that is similar to a first-class seat and anyone can upgrade from San Francisco to Baltimore for \$110 if seats are available prior to departure. The downside is that if Business Class is booked, AirTran's coach seats are some of the most crowded and uncomfortable in the sky.

In today's crazy market, the two airlines offering the most comfortable coach seating are discounters Southwest and JetBlue. Southwest's planes usually offer one to two extra inches of seat pitch, or the distance from the top of your seat to the seat in front. And on JetBlue, the most comfortable seats are found closer to the back of the plane than the front.

Baltimore continues on next page

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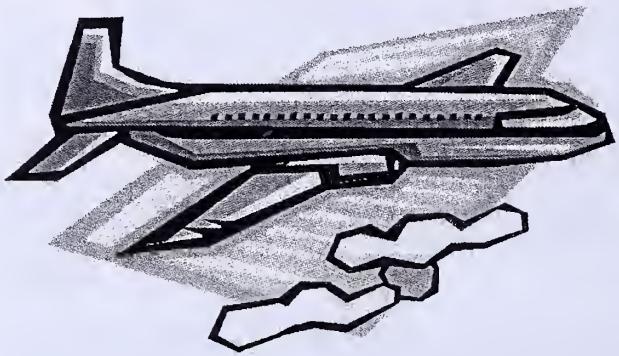


Baltimore continues...

Southwest has never had advance seat assignments. But you no longer have to get to the airport extra early or stand in line at the gate to get a good seat if you check-in the day before on the Internet. Advance check-in puts you on the coveted "A" list. I find that if I stay seated until the last few As are getting ready to board, I can usually walk on board just before the Bs are called and always find plenty of open aisle seats to choose from. Another way to get a better seat is to consult a Web site like Seatguru.com to tell you which rows offer the most space on each airplane for each carrier.

Food has also changed in recent years. Meal service is a thing of the past even on a five-hour flight. Some airlines, like American and United, will sell food on board, but better bring your own because there is no guarantee there will be anything left to sell when they reach your row.

The two airlines offering the most free snacks are Southwest and JetBlue. Yes, it is junk food, but you can have all you the chips, cookies or other little snacks they serve in-flight – a lot more than you'll get on United or the other majors. JetBlue also offers many channels of live satellite television at every seat.



Southwest and JetBlue also have the best change and cancellation policies. Although no one offers refunds, if you do need to cancel, you don't ever lose your money. Both airlines will apply your ticket price to a future ticket. And changing flights en route is also a lot easier and less punitive with these two airlines.

In previous years I always found better hotel prices on my own rather than paying the SLA-negotiated rates. This year, that is not true. The increased demand for travel has been a boon to hoteliers everywhere and hotel prices are higher than ever.

I checked many Web sites and other sources and consistently found the SLA rates to be on par with or lower than all other rates. LastMinuteTravel.com, which usually has great hotel bargains, was selling the Radisson for \$192/night when the SLA price was \$149. And even the Radisson's own Web site was selling rooms for those dates at \$170/night.

Expedia, which is the largest online travel agency, usually has the most clout when negotiating hotel rates, but they were selling the Renaissance for \$319/night when SLA is offering a \$200/night rate and \$299 for the Marriott when SLA has negotiated a \$186 rate. Even the Days Inn was selling for \$213/night on Expedia when you could book a room there through SLA for \$129.

Even the offerings on the "opaque" Web sites, like Hotwire and Priceline, where you don't know the actual name of the hotel until you have purchased a nonrefundable room, had slim pickings available in Baltimore during SLA.

If hotel quality confuses, you can increasingly check Web sites that offer "peer" reviews submitted by customers who stayed there recently. TripAdvisor.com was one of the early pioneers in the field of customer reviews, but the category is exploding with new entrants.

Before you decide to stay at the Days Inn, be sure to read these customer reviews posted on Travelpost.com: "The only problem we had was that the carpets needed cleaning. My children walked on them in bare feet and their feet became very dirty," said one customer. Of course, not all reviews are bad. "Best Days Inn Ever," said another reviewer on Trip Advisor. But two others said "Yuck" and "Stinky and Dirty."

Even the upscale Hyatt received some bad reviews. "Good Location, Horrible Hotel," said one traveler. Another complained, "They booked me into a corner room that is so small, I could not believe it. ... I had no hot water to take a shower. There were kids running down the floors constantly, having races, being very loud. The food & Service at the Pisces lounge is TERRIBLE!!! And VERY overpriced!! I'll never stay there again."

Based on price, availability of high-speed Internet access and relatively innocuous hotel reviews, I decided to book my stay at the Radisson. But you can be sure I will continue checking for lower rates right up until the nonrefundable cancellation policy goes into effect on May 8.

See you in Baltimore!



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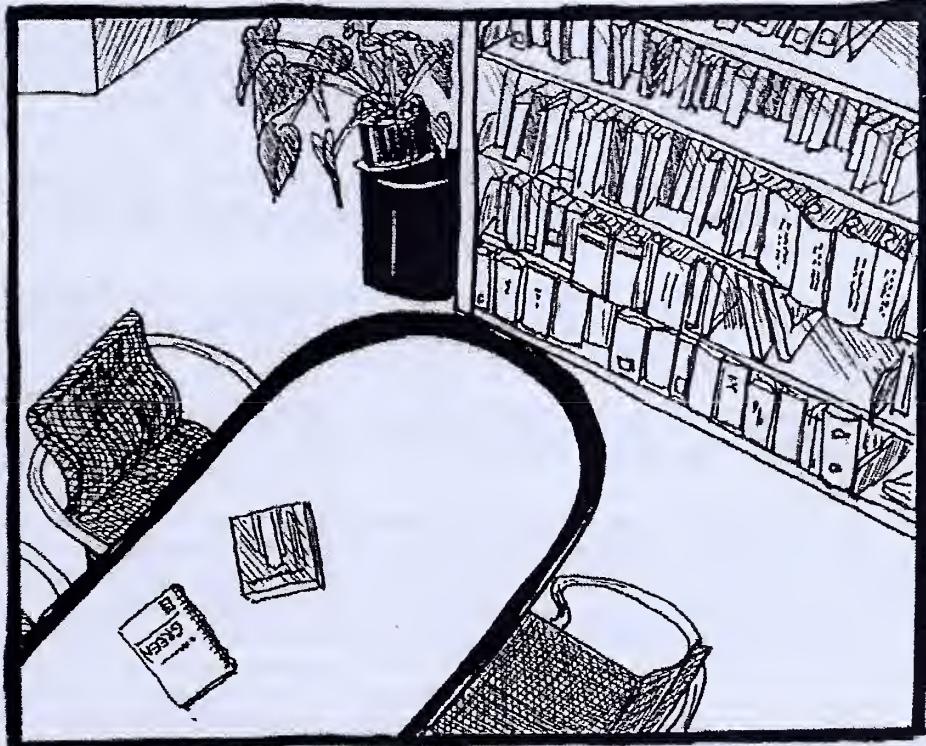


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THE EXECUTIVE BOARD CANDIDATES THUS FAR FOR 2006-07

By Jaye Lapachet

The Nominations Committee is pleased to announce the slate for the 2006-07 chapter year. They are Barbara Janis of the Presidio Trust Library for President-Elect, Diane Sands of the California Academy of Sciences for Secretary and Camille Reynolds of Nossaman Guthner Knox & Elliott for Assistant Director, Programs.

In accordance with the bylaws, this is the first notice that the slate has been approved by the current Executive Board and will be presented to the membership at the annual business meeting. At the March 9 meeting, SLA-SF members will be asked to approve the slate.

Thanks to the Nominations Committee members who agreed to be on the committee and assisted in developing the slate: Elyse Eisner, Richard Geiger, David Grossman, Debbie Jan (ex officio), Saundra Lormand, Mark Mackler, Wess-John Murdough, Maggie O'Brien and Ginny Woodis.

The committee thanks candidates who considered our request, but declined and is also appreciative of the Board's responsiveness to questions and for the advice they provided.

About the candidates:

Barbara Janis was born and bred in Bronx, New York. After visiting San Francisco with her family, she decided to move here. She worked as a secretary at the SF Hilton Hotel until she decided to return to school. She attended City College of SF, then transferred to Cal (UC Berkeley). After marriage and children, she returned to school and graduated from San Jose State in 1997 with the MLIS degree. Barbara worked as a reference librarian substitute in Marin County and Burlingame, then obtained a half-time permanent position at Sausalito Public Library. She answered an ad for the Presidio Trust Library & Records Manager position in August 1998. The Presidio Trust library collection was just some reports stuffed in boxes, so Barbara designed the space, bought compact shelving and furniture and began cataloging. Currently, Barbara is on the board of the Friends of the Sausalito Library and coordinates their Speaker Series. She loves yoga, Pilates and working out at the gym, and recently returned to oil painting.

Diane T Sands is a naturalist, illustrator and compulsive sketchbook maven. She has been a reference librarian at the California Academy of Sciences for the last 7.5 years. She is active in the Guild of Natural Science Illustrators, produces a regular comic book and served as a 2002 artist-in-residence at the E.N. Huyck Preserve & Biological Research Station in upstate New York. Diane was a recipient of the 2000 SLA Karen Sternheim Memorial Scholarship. Her illustrations of Bay Area special libraries can be found in Bayline.

Camille Reynolds is a librarian for the San Francisco law firm of Nossaman Guthner Knox & Elliott, a position she has held since June 2001. Prior to that she held research analyst and reference positions respectively at two midwest law firms before relocating from Kansas City. She has been a member of SLA since 1999, first with the Heart of America Chapter, and since 2001 with the SF Bay Region chapter, for which she has served on the Networking Committee (2002-03) and as chair of the Academic Relations (2003-05). She received her MLS and Information Management Certificate from Emporia State University, Kansas, and her undergraduate degree from the University of Tennessee-Chattanooga, where she was a scholarship athlete and member of the track and cross country teams. Camille lives in the Richmond District of San Francisco with her husband Bill. In her free time, she enjoys reading, watching movies, hiking and the outdoors and visiting family across the country.

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THINKING OUTSIDE THE NEWS RACK IN THE DIGITAL AGE

By Josephine Tan

More and more these days, it seems that the late-breaking headlines come from our computer desktop through news stories on Yahoo or Google, and getting the printed newspaper is so "yesterday." With the digital age bringing us up-to-the-minute information on our laptops, cell phones and PDAs, it was bound to happen soon that traditional print journalists asked themselves, "What will become of the newspaper?" Bay Area librarians and information specialists gathered to find out the answer to this question at the February 7 SLA-SF/BayNet-sponsored event titled "Teaching Old Media Some New Media Tricks: How Newspapers Are Adapting to the Digital Age" at the San Francisco Chronicle.

The first speaker of the evening was Peter Negulescu, The Chronicle's Vice President of Digital Media of the past two years. He oversees the Chronicle's Web site, SFGate.com, and brings with him experience from working at Excite@Home and AOL. As The Chronicle celebrates its 150th anniversary this year, Peter painted a picture of the landscape of the newspaper industry as it stands today. In 2005, the circulation and sales of newspapers decreased due to competing forms of news media found on the Web. Bloggers break stories as they happen, as displayed by the surge in blog traffic after the South Asia tsunami and Hurricane Katrina. Blogs are "citizen journalism" that people can read before the ink dries off the news press. Web sites like Craigslist.org make it easier for people to post classified ads instead of through the newspaper, which decreases newspaper revenues from selling ad space. People want to "Google, Google, Google" right down to getting their news from Google News online, Negulescu said.

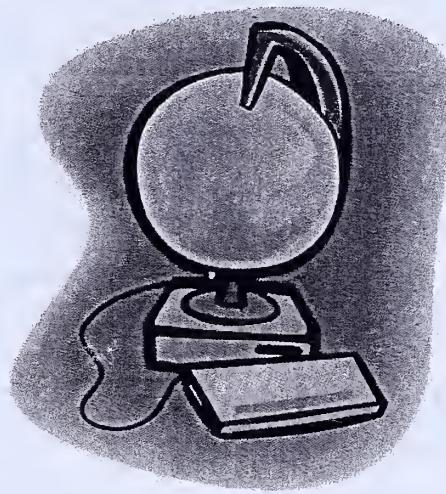
Negulescu said the No. 1 reason people use the Internet is to e-mail and instant message. Second is searching the Web for information. Third is visiting daily newspaper Web sites, followed by searching Internet yellow pages and local and city guides. Noting these trends, he laid out the strategies that newspapers need for growth. Newspaper agencies need to provide the best local news and information resources. The Chronicle's Web site, SFGate.com, so happens to drive the newspaper's adaptation to the digital age.

The newsroom has the advantage of having a deeply unique understanding of regional and local news coverage as compared to the more generic approach of local recommendations aggregated from a "local" search on Yahoo or Google. Another great asset that benefits SFGate.com is the strong brand of The Chronicle's 150-year reputation standing behind it. Incidentally, The Chronicle's news Web site was named "SFGate" to make a distinction between the online and the print version of the news agency's media.

SFGate.com allows for news to be delivered in an innovative way by making stories interactive and building a sense of community to bring together new audiences. The power of multimedia draws in the audience to interact with the news. An example is SFGate's Web site tracking the Hurricane Katrina disaster and recovery (<http://www.sfgate.com/katrina/>). In addition to providing news stories to read, the Web site includes photo galleries, satellite map images of damaged areas, videos, and audio of interviews with hurricane survivors.

News agencies now use multimedia to offer a variety of other types of stories. An example of a human interest series is a SFGate Web site dedicated to tracking a team kayaking California's North Coast (<http://www.sfgate.com/northcoast/>). Another use of multimedia journalism is reporting on big events, such as SFGate's Web page on the Burning Man event (<http://www.sfgate.com/burningman/>). The concept of interactivity continues in SFGate's celebrity gossip column The Daily Dish (<http://www.sfgate.com/dailydish>), where readers are invited to post their comments on the stories.

The concept of interactivity segued nicely to the second speaker of the evening, Marcus Chan, The Chronicle's Technology Editor of the past five years and the newly appointed Editor of Multimedia, who co-founded Chronicle Podcasts on SFGate.com in February 2005. Creating the first newspaper podcast (as cited in Wikipedia, for what it's worth, Marcus pointed out), he stumbled upon an opportunity to reinvigorate his career after being a veteran newspaper journalist of 12 years.



New Media continues on next page

IMAGE COLLECTIONS BENEFIT FROM SKILLS OF LIBRARIANS

By Sandy Malloy

"Image Libraries: Best Practices and Pitfalls" was the program for our January 9 dinner meeting at the ever-scenic Sinbad's in San Francisco. Speakers were Natalie K. Munn, principle of Content Innovations, LLC, and Robert MacKimmie of Sandbox Studios.

Munn and MacKimmie's focus was how to plan and implement an image collection, the rationale for doing so and considerations for the long term. They discussed some specific situations they'd worked through in their own projects, and solicited considerable feedback from the audience.

One point they made repeatedly was the importance of planning for the future, which means open standards. Another was that not only are you planning for future use, but you are trying to prevent assets from future degradation.

An interesting application for an image collection is one that some professionals might not have considered: risk management/disaster planning. The speakers gave an example of the fire at Aardman Animations and noted that objects might have been lost but representations of them were not. It's important to store such digital images off site and have a backup/recovery plan that is tested frequently.

Another example of how an image collection can benefit an organization is in the area of corporate history. If the company has an anniversary coming up, for instance, management might want access to historic photographs of the company. If an informational professional is responsible for such assets, he or she should image them before sending them to storage.

Information professionals can enhance the values of an image collection by applying their skills at controlled vocabulary to describe the assets. Users' success can be improved by such tools as a browseable thesaurus.

Chris Orr provided a great example of a collection that was, as she put it, "born digital." This collection, which comprises images related to her firm's branding mission, can be easily searched by industry.

The speakers mentioned a number of image software options and encouraged all of us to ask our SLA colleagues for real-life recommendations. A list of their recommended resources can be found on the SLA Bay Region Chapter Web site at <http://www.sla.org/chapter/csfo/calendar/imagsum.pdf>.

New Media continues...

Podcasting is audio content that can be played on a computer. You can freely subscribe to podcasts for downloading to an MP3 player, such as an iPod (hence the name "podcasting").

Marcus explained that podcasting is like the radio, but different. With radio we merely listen, but with podcasts, ordinary people become the content creators and broadcasters. All one needs is a computer, a connection to the Internet and a microphone. This sense of empowerment is the new mass media – the media created by the masses.

The Chronicle Podcasts are accessible from SFGate.com (look for the small headphones icon on the home page). Categorized by "channels," topics include sports, dining, technology, and local music and movies, to name a few. Clips were played from select podcasts, including learning how to order dim sum in Chinese while the interviewer dined at the Koi Palace Seafood Restaurant in Daly City and an interview with a man who survived a suicidal jump off the Golden Gate Bridge.

Podcasting also allows for an immediacy that is not available through print. For example, a Chronicle reporter who witnessed the execution of Stanley "Tookie" Williams posted his observations within a few hours of the event and had the podcast available before a print story was published in the morning paper. In another type of podcast known as an enhanced podcast, you can view photos and listen to audio, for example taking a virtual walking tour of San Francisco's new de Young Museum.

The Chronicle has taken the step to innovate news in the digital age. There are more than 80 Chronicle journalists who have been involved in creating over 300 podcasts since the program's inception last year. Podcasting makes the news agency money by receiving about \$20 from advertisers for every 1,000 listens to a podcast. As Chan put it, newspapers need to "think outside the news rack" to engage audiences and deliver the news in different ways. The audience at this talk would agree that they were engaged, entertained and informed by the trend-setting speakers.

FUTURE CHAPTER PRESIDENT FOCUSES ON MEMBERSHIP AT SLA LEADERSHIP SUMMIT

By Eris Weaver

In January I had the pleasure of attending the SLA Leadership Summit in Houston. Since you, dear Chapter members, paid for my attendance, I owe you an account of how my time and your money were spent!

Spending three days with leaders from other SLA chapters and sections was a wonderful way to network and share information on how to improve the services we provide to our members. Meeting the candidates for SLA offices will surely assist me to make a more informed vote. Aside from the always-valuable informal networking, two of the formal sessions particularly stood out for me.

Doug Lipp, author of "Even Monkeys Fall from Trees" and a former human resources and training executive with Disney, was an engaging and often hilarious speaker. (I personally place a high value on humor!) His focus was on managing change and balancing leadership and management. As he outlined the obstacles and opportunities inherent in making changes within an organization, he illustrated his points with numerous stories and examples from Disney and elsewhere. One of the stories that most impressed me involved his preparation for going to Tokyo to hire personnel for the new Japanese Disneyland. He and his staff spent time working at every Disneyland job that they would be hiring for, from sweeping the streets to walking around in a Tigger costume to loading passengers on the Pirates of the Caribbean boats. You've gotta admire a boss who has spent time doing the lowliest job in the company!

A session more directly specific to my current job as your Membership Chair was titled "Cracker Jack Membership Strategies and Volunteer Involvement Techniques," presented by Jill McCrory of Leadership Outfitters. I must admit that at times I was watching the proceedings more from a process perspective than a content perspective, as I am also a group facilitator and observed many fun techniques that I may incorporate into other meeting situations.

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We spent time trying to find the "hidden prize" in our chapters or sections – the real reasons people join, stay or leave. One of the main reasons that people join is for networking; since this session I have been pondering ways to make our meetings more conducive to networking, especially for newer members who may not know many people yet. The discussions we had during this workshop brought me back to my early years in the chapter, when I didn't really know many people and sometimes had a hard time connecting with people at our large bustling dinner meetings, where everybody seemed to know everybody else except me.

We talked about how to recruit new members and how to get members involved. One of the most useful exercises involved thinking through a chapter project and developing a mind map – breaking the project down into specific tasks, what each task entailed, which talents were needed to complete those tasks, and then how to find and approach the right individuals to take on those tasks. It made me appreciate how well our Chapter has done this for committee chair and executive board duties! But it also pointed out that many tasks can be carried out by people who may have energy to help but don't necessarily want to chair a committee or attend endless meetings.

I am still digesting the information provided throughout this very full conference, but be assured that it will inform my thinking as the year proceeds and I prepare for my future 18 months as President!

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SLA-SF seeks nominees for Chapter's 2006 Professional Achievement Award

This is our annual opportunity to recognize and acknowledge one of our members who has made notable and enduring contributions to the chapter and the profession.



Chapter Professional Achievement Award Nomination Form

(All fields are required information)

- NOMINEE'S NAME
- NOMINEE'S BIOGRAPHICAL DATA (education, current professional data, resume)
- CHAPTER CONTRIBUTIONS (as many as apply from the following criteria):
 1. Outstanding leadership in the Chapter, at meetings and in committee work.
 2. Special and notable service to the Chapter, such as participation in special projects.
 3. Participation in seminars, teaching courses and public speaking activities.
 4. Publication and editorial contributions to professional literature.
 5. Innovations at the worksite.
 6. Mentoring activities that encourage others in the profession.
 7. Extracurricular activities that provide the profession and/or the Chapter with commendable publicity and acclaim.
 8. Other achievements indicating noteworthy dedication to the profession of special librarianship/information science.

and, if applicable

- DIVISION / ASSOCIATION LEVEL CONTRIBUTIONS (not a required field)

Nominations may be submitted by any Chapter member and self-nominations will be accepted. To be eligible, a nominee must be a current Chapter member, active or retired, in good standing. Current Executive Board members are ineligible for nomination. Nominations do not carry over from one year to the next.

Please submit nominations to:

Deb Hunt
Exploratorium
3601 Lyon St.
San Francisco, CA 94123
dhunt@exploratorium.edu
(415) 353-0485

Submissions will be received until May 30, 2006

JACKIE DESOER: ANOTHER LOCAL MEMBER INDUCTED INTO SLA's HALL OF FAME

By Tamara Horacek and Marie Tilson

Sometimes librarians go far beyond the roles for which they were hired. Some prove to be inspirations for other librarians in their companies, peers in their local professional associations and others whom they meet in a national setting. Such a librarian, information specialist, supervisor and friend is the newest member of the Special Libraries Association Hall of Fame, Jackie Desoer.

Jackie was the SLA-SF Chapter President in 1977-78. Before that, she served as Bulletin Editor and chair of the elections, employment and consultation committees. She has also volunteered for the hospitality, finance and archives committees. Jackie was a member of the Association Board of Directors from 1980 to 1983 and served as Committee Chair on Copyright Law Implementation, Standards, and Cataloging. She also served on the Association Networking Committee from 1981 to 1986 and as its chair from 1981 to 1983.

The strength of Jackie's efforts became apparent to us when we received commendations from both present and past members of the San Francisco Bay Region Chapter. Seventeen people were queried as to whether they would write a letter supporting Jackie's nomination and all of them wrote warm and thoughtful reminiscences about her mentoring capabilities, her encouragement and her sharing of expertise and knowledge with new Chapter members.

Jackie willingly shared her knowledge, expertise and passion for SLA with others. MaryAnn Whitney recalls, "In her visible role as our Chapter President, Jackie's leadership guided and supported the growth of the Chapter, providing strong advocacy for growing the professional community through networking. This is not surprising for me, as it was her networking ability that engaged me the first time we met – and set me on my own special library career path."

Mentoring was a daily part of Jackie's working life and there are many Chevron employees (as well as Chapter members) who benefited greatly. "I believe that Jackie Desoer improved the professional lives of many of us special librarians and that her own personal contribution and her example to other Technical Library Staff – in whom she inspired excellence – made a significant difference in the business of Chevron Research Company," Mary Ashby comments.

As Beth Westfall remembers, "I would get a call from Jackie, or she would pull me aside at a meeting, and in her low, soft voice, she would say, 'You know, I think you would be very good as Chapter (fill in the blank). You could do it because of your abilities (very specific to the task).' And once I accepted, she was always there to guide me or advise me. Many of us took a turn as president or other positions critical to the health of the Chapter because of Jackie."

Terry Dean notes, "When I served as president of the San Francisco Bay Region Chapter in 1989-90 I tried to model my presidency on the work I had witnessed when Ms. Desoer was president, that of a very competent and gracious information professional who advanced the work of the Chapter, and consequently the Association, with her unfailing good sense and generous spirit."

Janice Bain-Kerr remarks, "Networking and collegial relationships, largely based on involvement on SLA and other library organizations, have been a hallmark of her career, and form, as they do for all of us, the critical basis for allowing technical information to flow within an often fiercely competitive and sensitive industry environment."

Julie Macksey, also a Hall of Fame member, reflects, "Jackie was an excellent mentor and was a very exacting and tough act to follow! I learned much from Jackie and found her to be a dedicated and most capable teacher. ... Jackie Desoer has epitomized all that we could desire in an Association honored member."

Congratulations, Jackie!



SLA Hall of Fame Inductee
Jackie Desoer

MOSAIC: WHAT'S HAPPENING WITH OUR MEMBERS

By *Rochelle Richardson*

We have a short, but very interesting, Mosaic column this edition. Please don't be shy about sending word of your personal and professional accomplishments and activities to me, Rochelle, at rocheller@email.com.

Returning from Abroad

Peggy Burnett returned at Christmas from Siena, Italy, where she worked five months for a Chiron Vaccines medical information group helping a scientist learn searching, document delivery, copyright compliance, reference management, etc. One of their main projects was evaluating potential software for a product literature database. Not only did she find it interesting to experience cultural differences working in Italy, but she also thoroughly enjoyed visiting lots of hill towns: nearby Florence, the Cinque Terre, Venice, Milan, Rome, the Amalfi Coast, Sicily, and Puglia. And, of course, anyone living in Siena learns a lot about the Palio horse races held twice each summer. If you're planning a trip to Tuscany, Peggy will be glad to give you some travel tips.

Going Home Again

As many of you know, **Michele McGinnis** will be leaving San Francisco and her job as the personal librarian and researcher to author Kevin Kelly at the end of March. Michele worked for Kevin for five very cool and rewarding years. She'll be returning to her hometown of Knoxville, Tennessee, to be welcomely under-employed for an undetermined amount of time. She plans to spend her time gardening, writing, politically and environmentally agitating, and figuring out what to do next.

Michele also served as guest blogger for the month of February for the Web site Free Government Information. This came about after one of the site's owners read Intersect Alert. Here's the URL for her blog: <http://freegovinfo.info/blog/101>. We'll miss you Michele; keep in touch and take care of yourself.

Learning Something New

In need of some incentive to learn a new technology, **Rita Evans** accepted an invitation to join a panel discussing "Web Tools You Can Use" at the Transportation Research Board's (TRB) annual meeting in Washington in January. "I kept telling myself that I wanted to learn about podcasts and RSS, but until my name showed up in the conference program next to 'Podcasting,' I dragged my feet," said Rita. "That prompted me to do some research and listen to a bunch of podcasts. A friend and I got together for a few hours over the holidays and figured out how to record, convert and make available our own podcasts, and I was amazed at how simple it was, and how much fun we had."

TRB's focus is transportation engineering and research, and its annual conference features more than 500 sessions on topics ranging from pavement maintenance to project financing to aviation security. "Presentations from librarians generally draw about a dozen people, so we were delighted to see 60 people, most not librarians, in the audience, even though we were scheduled in the final slot on the last day of the conference. It says a lot about the level of interest in these tools – blogs, RSS feeds, wikis and podcasts – as they relate to disseminating technical and policy information. There were a lot of questions for each of the speakers. We'll be experimenting with podcasts this spring at the Institute of Transportation Studies Library at UC Berkeley, where I work."

"I remember hearing years ago at an SLA meeting that speaking to non-librarian professional groups is a great way to market library services so I'm pleased to be in a position to do just that."

Rita is in the first year of a three-year appointment to TRB's Committee on Library and Information Science for Transportation. TRB is a division of the National Research Council and is administered by the National Academy of Sciences.

That's all for now. Again, the column is nothing without the wonderful narratives and descriptions of events in our members' lives, so please feel free to send anything you would like to share to rocheller@email.com.

The San Francisco Bay Region Chapter of the Special Libraries Association

presents a Professional Development Workshop
"Becoming a Beloved Special Librarian"

Date: Friday, May 5, 2006

Location: Pacific Energy Center, 851 Howard Street, San Francisco, CA 94103
(between 4th and 5th streets)

Registration: 8:30–9 a.m. (morning refreshments will be served)

Program: 9 a.m.–12 p.m.

Featuring Marty Nemko

"The Bay Area's Best Career Coach," San Francisco Bay Guardian
Contributing Editor, USNews.com
Columnist, Kiplinger's Personal Finance Magazine
Producer and Host, Work with Marty Nemko, 91.7 FM (NPR, San Francisco)
www.martynemko.com

Last year, the San Francisco Bay Guardian named Marty Nemko the Bay Area's best career coach. On May 5, he will be *our* career coach, leading a workshop he's developing just for us called "Becoming a Beloved Special Librarian." He'll show us how to connect better with patrons and colleagues and to reenergize ourselves so we can be our best. Marty is definitely a friend of special librarians. In the career ratings he compiled for US News & World Report, librarian ranked at the top. Please join us for an informative and energizing program.

Registration must be received by April 25 , 2006

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SLA-SF Calendar

Dinner Meeting Featuring SLA President Pam Rollo

SLA-SF/SLA San Andreas Hosted Dinner Meeting

Thursday, March 9, 2006 - 5:30-8:30 p.m.

Location: SFO Airport Aviation Museum, International Terminal, San Francisco International Airport

National Open Government & Secrecy Interactive Telecast

SLA-SF/NOCALL Sunshine Week 2006 Event

Monday, March 13 - 9:30-11:30 a.m.

Location: County of Alameda Training Center, 125 12th Street, Suite 400, Oakland

Speed-Networking with Information Professionals

SLA-SF Academic Relations Committee/SIMS Event for Students

Wednesday, March 15, 2006 – 4-6 p.m.

Location: UC Berkeley, South Hall, Room 110, Berkeley

SLA-SF Neighborhood Dinners

April 3-7, 2006

Locations: TBA

SLA-SF Professional Development Workshop

Friday, May 5, 2006 - 8:30 a.m.-12 p.m.

Location: Pacific Energy Center, 851 Howard Street, San Francisco

SLA Annual Conference

<http://www.sla.org/content/Events/conference/ac2006/index.cfm>

June 11-14, 2006

Location: Baltimore, Maryland

For more information on the San Francisco Bay Region Chapter's events, including registration deadlines and forms, visit <http://www.sla.org/chapter/csfo/calendar/calendar.html>.

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Get involved! Join a Chapter team. Write an article for the Bayline. Mentor a library student. Volunteer to meet and greet new members at a meeting. Your commitment will bring you satisfaction with new learning experiences and valuable professional contacts and best of all, new friends. In addition to helping to insure that chapter functions and activities are carried out, you will have the opportunity to interact with colleagues and develop professional skills.

Go to <http://www.sla.org/chapter/csfo/volunteer2000.html>, the interactive form on the SLA-SF Web site or complete and e-mail this form to the individual committee chairs. See page 2. Send the completed form by snail mail to Chris Orr at Landor Associates, 1001 Front Street, San Francisco, CA 94111.

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<input type="checkbox"/> Archives	Maintains historically important Chapter documents
<input type="checkbox"/> Bayline	Contributes or edits articles for the chapter newsletter
<input type="checkbox"/> Consultation	Coordinates outreach and pro bono consultations
<input type="checkbox"/> Directory	Publishes the Directory
<input type="checkbox"/> Finance	Prepares Chapter annual budget and mid-year reports
<input type="checkbox"/> . . . Government Relations	Monitors and reports on relevant legislation
<input type="checkbox"/> . . . Hospitality	Selects locations and arranges dinner meetings
<input type="checkbox"/> . . . Jobline	Updates online Jobline listings
<input type="checkbox"/> . . . Mailing	Coordinates Chapter mailings
<input type="checkbox"/> . . . Networking	Information liaison with other organizations
<input type="checkbox"/> . . . Professional Development	Organizes continuing education programs
<input type="checkbox"/> . . . Program	Selects topics/speakers, organizes meeting programs
<input type="checkbox"/> . . . Strategic Planning	Directs long-range chapter planning
<input type="checkbox"/> . . . Tours	Organizes visits to libraries and related organizations
<input type="checkbox"/> . . . Vendor Relations	Solicits ads for chapter newsletter/member directory and coordinates vendors to support Chapter activities
<input type="checkbox"/> Web Site	Develops and maintains chapter Web site

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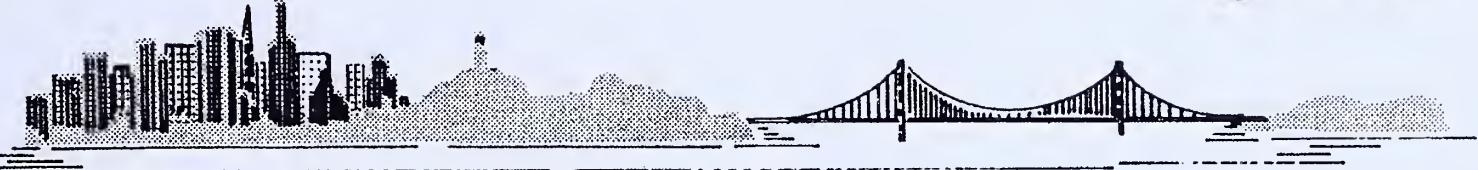
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Calendar events are updated
bi-weekly on the SLA-SF Web site:
<http://www.sla.org/chapter/csfo/csfo.htm>



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Bulletin of the San Francisco Bay Region Chapter
Special Libraries Association

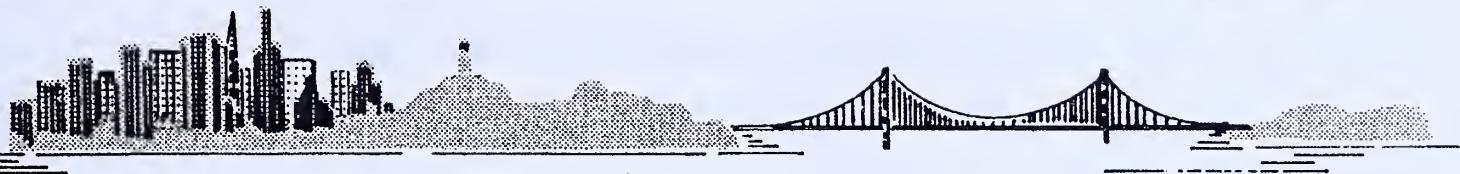
May • June 2006
Volume 76 Number 5

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BAYLINE



Bulletin of the San Francisco Bay Region Chapter
Special Libraries Association

May • June 2006
Volume 76 Number 5

PRESIDENT'S MESSAGE

By Chris Orr

SLA Mission: The Special Libraries Association promotes and strengthens its members through learning, advocacy, and networking initiatives.

This time last year I thought, "What have I gotten myself into?" as I faced the June turnover meeting for our chapter's Executive Board and Advisory Council. I was President-Elect at that time, about to step into Deb Hunt's shoes to become president of one of SLA's larger chapters. Okay, New York and DC chapters have us beat by twice and their leaders seemed to me to be sane, able to balance work, home, and SLA. My predecessors in our own chapter did not appear traumatized by the effort. In fact, they kept telling me that it would be a blast, that we have a terrific chapter and that being president would be energizing.

Our chapter is historically well organized and active. But, still, I worried about the time commitment; the administrative load; the need to get programs, tours, professional development going; to communicate to members; and most of all, to recruit other members to serve the chapter. Whew!

I'm happy to say, now that we're near the end of my term, that every one of the Executive Board and Advisory Council members (see page 2) stepped up and contributed to the success of chapter events and administration. I built meeting agendas—six for the Executive Board and three for the Advisory Council—and they came, with ideas and reports and visions of an effective chapter, and the will to implement them. It's no coincidence that, thanks to the advocacy of Chapter Archivist Marie Tilson and Past President Tamara Horacek, we've sent two members to the SLA Hall of Fame. Last year it was Phyllis Waggoner; this year, Jackie Desoer. Our chapter is full of talent. Just take a look inside any issue of *Bayline* and you'll see what I mean.

One of our innovations this year was a new format for our annual reception at SIMS (now School of Information) on the UC Berkeley campus. Academic Relations Chair Kathleen Cameron devised a "speed networking" event in which professionals from SLA, NOCALL and NCNLMG conducted seven-minute informational interviews about work opportunities with students in a rapid round-robin; and, of course, a buffet followed. Even though this was not a job fair or recruiting event, it was so popular that Kathleen is considering whether this should be a semi-annual event, in the spring and fall. In any case, the panelists, who represented a wide range of expertise, were generous with their time and support. This is but one example of how creative and professional our members and our other library partners can be.

In many nonprofits, from education to entertainment, a board of directors raises funds for the organization. In SLA, the local Executive Board governs the chapter and directs the activities of the committees. The committee chairs serve on the Advisory Council, which is the mechanism for coordinating activities and expenses. The chapter gets its funds from dues allotments, fund raising from vendors and partners, and advertisers in *Bayline*. Rarely do the events themselves, in spite of charging what may seem like high fees, break even.

But this is all as it should be. We're a nonprofit, dedicated to serving our members and the information profession. We have great turnout for our meetings and loyal support from our vendor partners. In the future, I hope we can attract even more participation with lower registration fees. If you have any fund raising ideas (a raffle? an auction? a book sale?) or expertise, please let me know. We'd love to channel that urge to the chapter's benefit.

On June 20, I'll hand over the reigns to President-Elect Eris Weaver. As I've mentioned in this space before, our chapter is shifting our governance calendar from June-June to January-December starting next year along with all the units of SLA. That means that all our Board and Council members taking office this June will be serving 18 months, until December 2007. I can't say often enough how grateful I am to everyone for their willingness to extend their terms and continue to work to make this chapter valuable to its members. Wow!



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The San Francisco Bay Region Chapter bulletin is published five times for Volume 76. Publication dates for this Board Year are by the fifth day of September, November, January, March and May. The Special Libraries Association assumes no responsibility for the statements and opinions advanced by the contributors to the Association's publications. Editorial views do not represent the official position of the Special Libraries Association. Acceptance of an advertisement does not imply endorsement by the Special Libraries Association.

Volume 76 Copy Deadlines: July 31, September 30, November 30, January 31 and March 31.

Copyright and submission: All article submissions must receive approval from the editor and are subject to editing. Submitting authors must sign a copyright release. Authors retain all rights to their articles and know that the full contents of *Bayline* will be published online at the San Francisco Bay Region Chapter Web site. Articles previously published will usually not be accepted for *Bayline* but exceptions can be negotiated.

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Editor's Notes

One thing I realized from writing this issue's article about SLA President Pam Rollo's visit to the Bay Area (on page 17) is that we are trying and succeeding at being an international organization. That's why I continue to be excited every time I put out another edition of *Bayline* with Ruth Pennington Paget's column, "Global Librarian."

This time she gives a very interesting and educational history of the Spanish language (see page 5). It's a great primer for librarians working in California, where the majority of our population may soon be people who speak Spanish.

You'll also get an enlightening look at the state of the Freedom of Information Act by Anne Barker, who recently took over as Government Relations Chair for the chapter. I previously worked with Anne doing research on government grants for cities, counties, and schools and can't think of a better person to cover the political side librarianship. In the "Intersect" column, she relates the FOIA-related topics covered during a national telecast celebrating Sunshine Week. Anne's account makes you want to DO something. So turn to page 14 if you want to be inspired.

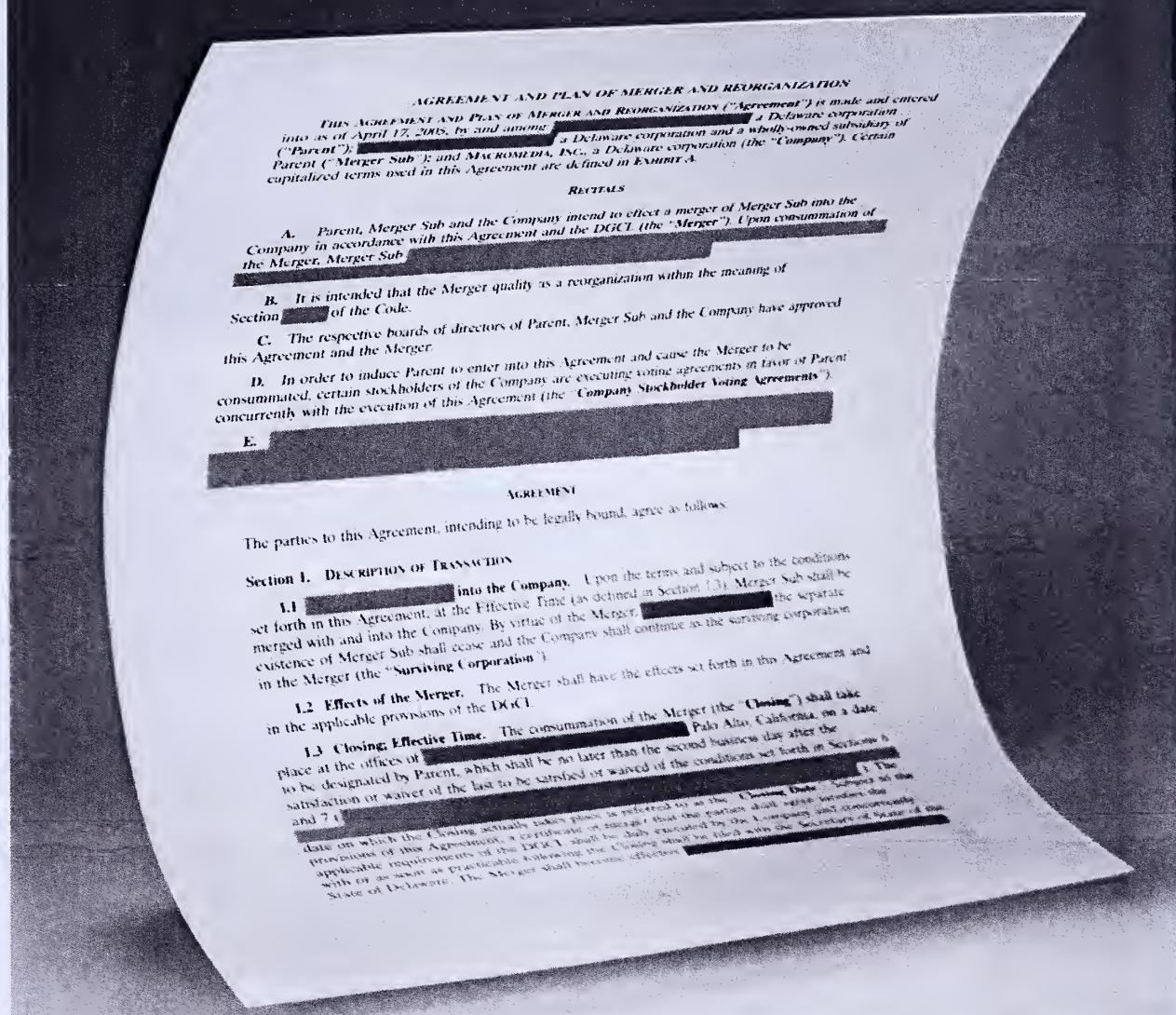
Vicki Crom is certainly doing something. A student in San Jose State University's Master of Library Science program, Vicki is starting a special library from scratch for her employer, a medical publisher. Vicki found that her classes don't necessarily cover everything she needs to know, but that wasn't a problem because so many helpful librarians have offered useful advice. You'll find her story on page 11.

You'll also see that there's still time to nominate other great librarians for the SLA-SF Professional Achievement Award (page 18) and attend another chapter program on June 6 (page 19).

I know you probably have spring fever and want to enjoy the lovely weather, so go ahead and print this copy of *Bayline* for outside reading.



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GLOBAL LIBRARIAN

The Story of the Spanish Language

By Ruth Pennington Paget



Forty-three percent of California's population will be Hispanic by 2020, forecasts the report "Planning for California's Future," which was prepared by the California Budget Project (Coleman, 2005). Librarians of all ethnic backgrounds should know the history of the Spanish language in order to understand the diverse cultures that make up the designation "Hispanic."

One language with many variations

Oscar Wilde once said that the U.S. and England represent two countries divided by a common language. This statement could equally apply to the countries where Spanish is spoken. Spanish speakers of all nations can understand one another, but vocabulary differences make it challenging and often humorous for its 350 million mother-tongue speakers and 70 million second-language speakers. Spanish has become the world's fourth most spoken language, after Chinese, English, and Hindi, and is the national language in 21 countries (Ethnologue, 2005; McVey Gill and Wegman, 2005).

The Latin Roots of Castilian Spanish

During the Roman occupation of modern-day Spain (213 B.C.E. to the 5th century C.E.), Classical Latin was the language of political power and literature. Historians commonly refer to the spoken language as Vulgar Latin. What we call Spanish in the United States developed in the vernacular of the Vulgar Latin spoken northwestern Spain in a region known as Cantabria (Mar-Molinero, 1997).

Penny describes the Latin of this region as farther away from the "prestige norm (that of upper class Rome)" than what was spoken in Spain's eastern and southern cities, which had access to Rome in his book *The History of the Spanish Language* (1991). Castilian, known as Spanish in the U.S., has its roots in this region.

The Visigoths' Contribution

The weakening of the Roman Empire allowed the German tribe called the Visigoths to rule in Spain from the 5th to early 8th centuries. Penny speculates that the Visigoths spoke Latin as well as their East Germanic vernacular, since Latin continued to be the language of culture and administration during this period.

The Visigothic linguistic influence on Spanish is minimal yet interesting, while their political contribution would prove to be huge in later centuries. Penny writes that the suffixes "ez" and "oz" found in Spanish surnames meaning "son of" may date from this Visigothic period.

The major Visigothic political contribution to Spanish sociolinguistic history was its establishment of Toledo as the center of government. Toledo became Muslim in the early 7th century when the Moors continued their advance across Spain. When Toledo became Christian once again in 1085, its liberators from Northwestern Spain, who spoke Castilian, saw their speech elevated in status in regards to other vernaculars (Penny, 1991; Mar-Molinero, 2000).

The Moors and Castilian Speakers

In 711 the Muslim Moors from North Africa invaded the Iberian Peninsula (Mar-Molinero, 1997). The Moors only failed to conquer the small northwestern corner of Spain, the Burgos area where Castilian reigned as the language in Cantabria. As the Castilian-speaking Cantabrians led the Reconquista, they settled in re-conquered areas and brought their Castilian language with them. By the end of the 13th century, Castilian speakers inhabited more than one-half of the Iberian Peninsula. In 1492, Catholic Monarchs Ferdinand and Isabella (from the Castile region) captured the last Moorish stronghold in southern Spain at Granada (Penny, 1991).

Arabic influence on the Spanish Language

The contribution of Arabic through the Hispano-Romance language called Mozarab, spoken by Christians under Muslim rule, lies chiefly in its vocabulary borrowings. Eight-thousand words in modern Spanish have Arabic roots, along with 2,300 place-names of Arabic origin (Salloum, 2005). Penny suggests that Arabic may have influenced the pronunciation patterns of the Andalusian variety of Spanish found in southern Spain.

Alfonso X and the Standardization of Castilian

Alfonso El Sabio or the Learned (1252-1284) promoted writing in Castilian by means of a spelling system that standardized pronunciation of the dialect. Regional characteristics of Castilian disappeared thanks the king and his colleagues.

Global Librarian continues on next page



Global Librarian continues...

The "correct" speech that Alfonso advocated had its origins in the speech of the upper classes of Toledo, which originated in the Castilian of Burgos and became implanted in Toledo thanks to the Reconquest. The speakers of Castilian in southern Spain had a particular accent and some structural differences with Castilian in regard to the use of "lo" and "le" for the masculine pronoun (Penny, 1991).

Castilian, practiced by Toledo/Madrid speakers, and Andalusian Castilian, practiced by Sevillian speakers, among others, made up the two main forms of Spanish that settlers brought with them to the Americas (Penny, 1991).

Andalusian Spanish in the Americas

Lipski writes in *Latin American Spanish* (1994) that for at least two centuries, three organizations handled all immigration to the Spanish Americas. The Consejo de Indias in Madrid took care of all administrative details. Future settlers had to apply for passage to the New World at the Casa de la Contracción in Seville, waiting for almost a year in most cases. The Consulado de Sevilla monopolized the Spanish Americas trade and most of the sailing crews were recruited from Andalusia and the Canary Islands.

Andalusian Spanish came to dominate Latin American Spanish not because of the overwhelming numbers of Andalusian immigrants, but because of the assimilation of Andalusian Spanish into the speech of Spanish immigrants, who waited for a year in Andalusia to come to the Americas. These immigrants may have also imitated the speech of Andalusian sailors, as well as the speech of the first-generation Andalusian immigrants who had settled in the West Indies, where many later settlers waited before continuing on to other countries.

In the *History of the Spanish Language* (1991), Penny points out several characteristics of Andalusian Spanish:

- The "seseo" – pronouncing "z" and "c" before "e" and "i" as an "s"
- The "yeismo" – pronouncing "ll" as a "y"
- Use of "h" where standard Castilian Spanish uses "x"
- The "loismo" – use of "lo" and "los" as the indirect object instead of "le" and "les."

Spanish in the Americas

Mar-Molinero (1997) writes in *The Spanish-Speaking World: A Practical Introduction to Sociolinguistic Issues* that the process of teaching non-Spanish speaking indigenous populations Spanish was one role of religion in the colonization of Latin America. Initially, missionaries learned native languages to teach the gospel, especially the Jesuits from their base in Paraguay. However, as colonization continued, priests preferred to preach in Spanish with the assistance of interpreters. Gradually, the local native nobility learned Spanish and European customs. Spanish became in this way a language of prestige and social mobility.

This missionary zeal accompanied the conquest of the Americas and subjugation of Native Americans and in later centuries African slaves, who worked in the mines and on large plantations called "encomiendas." The mixture of races created a new race of "mestizos," who had a mixture of European, Native American, and/or African ancestors.

Due to the presence of gold and silver mines, Mexico City and Lima became the "main administrative and cultural centers of Spanish America." The Church had headquarters in Mexico City and Lima, and the Spanish founded the first universities of the Americas in these cities in the 16th century (Penny, 1991).

The Toledo/Madrid norm of speech predominated in the areas that had official contact with the capital for administrative purposes. Penny writes that for this reason, the highland speech of Mexico and Peru/Bolivia was much closer to Castilian or standard Spanish than that of highly inaccessible Buenos Aires, which retained its southern Andalusian character.

The Latin American "You"

Penny notes the informal, singular for "you" is "tú" in Mexico, the Southwestern U.S., most of Bolivia and Peru, Venezuela, and the Spanish Caribbean islands, as opposed to "vos," which is used in many other countries.

Micheau (1991) devotes her paper "The Voseo in Latin America: Insights from Sociolinguistics" to the extensive use of "vos" for "you" by all classes in Argentina, Uruguay,



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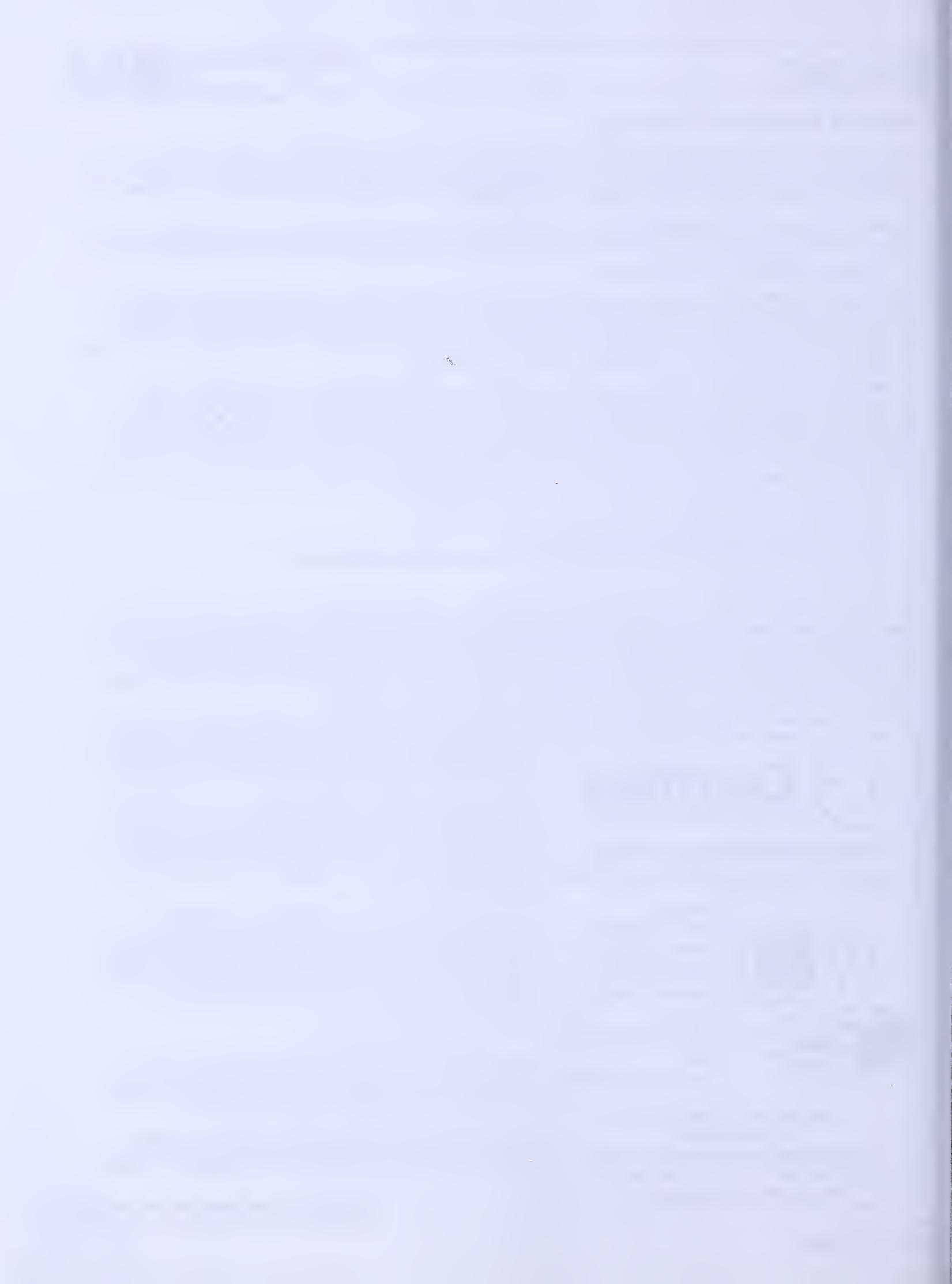
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Global Librarian continues on next page



Global Librarian continues...

Paraguay, Guatemala, Nicaragua, Honduras, El Salvador, and Costa Rica, in addition to other geographically isolated units in the countries Penny listed as using "tú".

Micheau attributes this use of "vos" to the rustic character of the 15th century Spanish that was exported to the Americas. This Spanish had not experienced Spain's Golden Age of Literature yet and was still closer to being a folk language despite being a standardized one.

Spanish Language Assimilation in the Americas

The following brief summary encapsulates the role of Spanish in Mexico and the Central American countries because they form the largest immigrant groups in the Bay Area. However, Lipski (1994) devotes in-depth chapters to each country where Spanish is the main language in his book *Latin American Spanish* for those readers wishing to deepen their knowledge of these other countries.

- Mexico – Mexicans distinguish between Northern and Southern Mexican Spanish with a dividing line in the state of Durango. The bilingual speakers of Maya-Spanish in the Yucatan form a distinct group. There are 56 native American groups in Mexico, with the largest group speaking Nahuatl, the language of the Aztecs.
- Guatemala – One-half of the population does not speak Spanish. Spanish is the language of the cities, but Mayan dialects rule in the countryside.
- Honduras – 90 percent of the population is mestizo and Spanish-speaking.
- El Salvador – Largely non-Spanish speaking Native American groups reside in the countryside. Even for the privileged classes, there are few opportunities for formal education.
- Costa Rica – Costa Rican Spanish differs radically in pronunciation from the Nicaraguan and Panamanian Spanish that surrounds it geographically. Lipski speculates that the difference in language may have come about from the country's colonial isolation and the predominance of small farmers from Spain instead of "encomienda"-ruling families.
- Nicaragua – There are no significant indigenous groups who still speak their language. Most of the indigenous groups of Nicaragua migrated from Mexico and other countries.
- Panama – The native population died off rapidly when the Spanish arrived and those who remained adopted Spanish. There is a large Afro-Panamanian population that speaks Spanish and many words of African origin. What librarians, even bilingual ones, should remember is that immigrants coming from these countries may speak Spanish as a second language or have little or no formal education in Spanish.

Spanish in California

Mexicans living in California became overnight citizens of the United States when Mexico lost the Mexican-American War in 1848. As a result of the United States winning this war, half of Mexico became U.S. territory, including nearly all of the states of California, Nevada, and Utah and parts of Texas, Colorado, Arizona, New Mexico and Wyoming (Encyclopedia Britannica Online, 2005).

Initially, California's first constitution recognized Spanish language rights. However, the 1879 Constitution instructed lawmakers to use English in carrying out all proceedings. In 1986, California voters passed a referendum making English the state's official language, yet government forms, documents, and services can be obtained in Spanish or English (Wikipedia, 2005).

For librarians who are interested in reading more about the different Latino groups in the United States, the book *The Latinos: A Biography of the People* by Earl Shorris is a thorough and enjoyable source to read.

Most second- and third-generation individuals with Spanish-speaking ancestors usually speak English with no problem. Like the new immigrant, however, these individuals will appreciate a librarian's efforts to learn the story of Spanish and promote understanding of the diverse Hispanic cultures in the United States.

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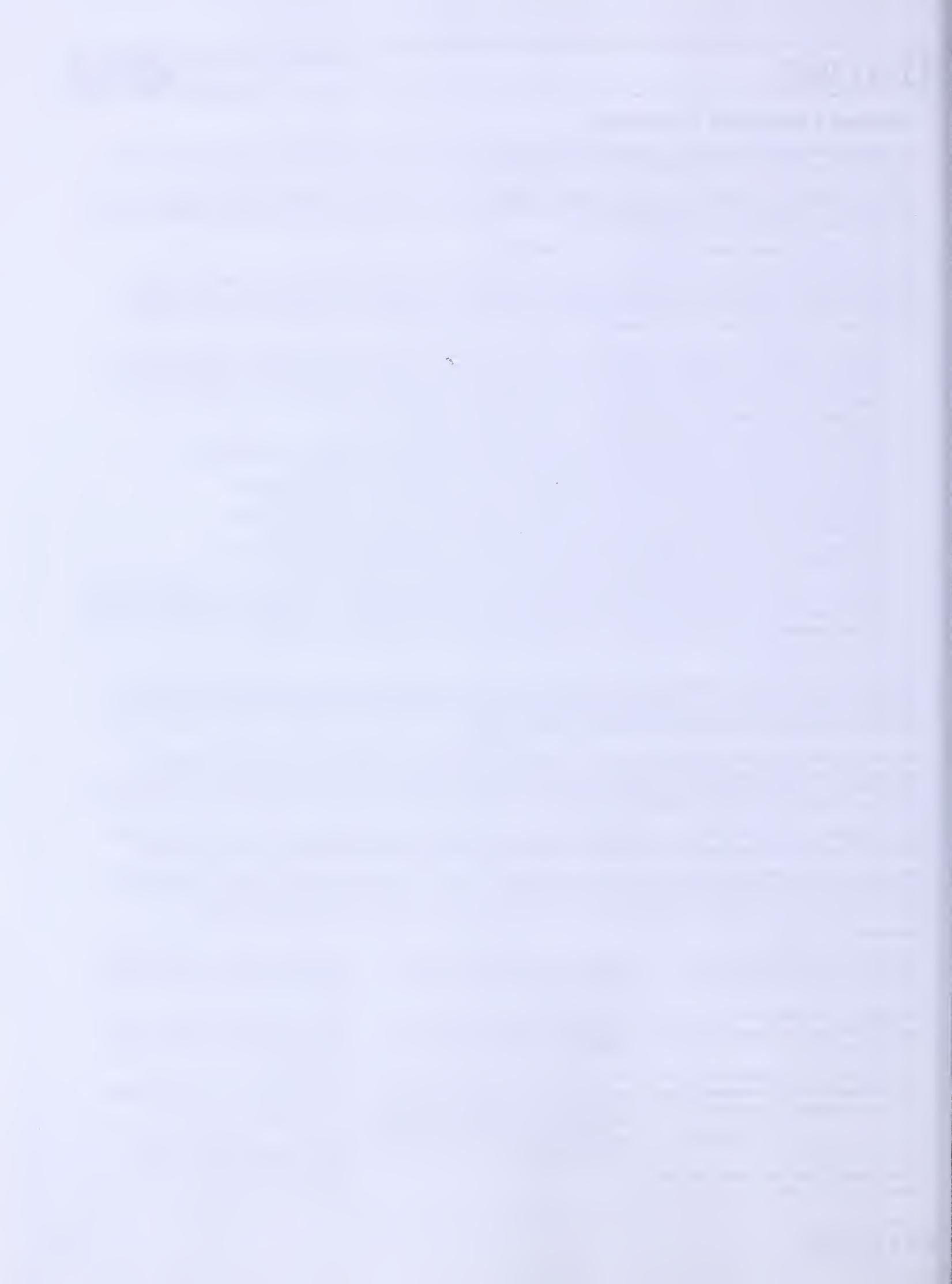
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MEMBER SURVEYS HELP CHAPTER PLAN PROGRAMS

By Mimi Calter

Assistant Director, Programs, SLA-SF

After every chapter program, we survey our membership to learn what those who attended thought of the event, and why those who did not attend did not. The survey is distributed via the chapter e-mail reflector, and administered using Survey Monkey. This online survey tool, which we have been using for almost two years, allows us to process and archive survey results in a way that paper forms did not. Given this flexibility, we thought our membership would be interested in a summary of survey results for the 2005-06 program year so far. This also gives us a chance to demonstrate how your feedback is impacting our program planning for the coming year. Detailed results of the survey have also been posted to the Event Archives page of the chapter Web site at <http://www.sla.org/chapter/csfo/calendar/archive.html>

The survey has just three questions for those who attended an event, which ask how people learned about the event, their reasons for attending, and the value they feel they got (or did not get) from the event. For those who did not attend, there is only one question, asking why they did not attend. We also provide opportunity for open-ended comment, and some of our best feedback comes from this section of the survey!

Learning About Events: Members consistently list the reflector, SLA-SF's official e-mail disseminator, as their primary resource for learning about events, and that is usually the first place we announce our new programs. The chapter discussion list and *Bayline* are also used regularly, and we'll continue to post program notices there as well.

The chapter Web site is not as heavily used, but that won't stop us posting announcements there, too! However, if you have thoughts on how the Web site could be made more useful, please mention it on the next survey.

**See the full results of our program surveys on the SLA-SF Web site at
<http://www.sla.org/chapter/csfo/calendar/archive.html>**

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Reasons For Attending: It is critical for us to understand what draws our members to an event, so the second question is key. We've learned that people clearly value the networking opportunities provided by drawing members together, as networking is consistently the No. 2 reason members attend. We will of course continue to promote that by providing "networking time" at every event, and seeking out locations that allow members to mix and mingle. With the coming calendar change, we expect to provide a few more casual events, like picnics, that will allow more opportunities for casual networking.

However, speakers are clearly the primary reason members attend, and the popularity of the speaker seems to drive attendance. This means we need more guidance from you! The program committee is always looking for suggestions for speakers, so please let us know if there are topics you want to know more about, or speakers you've seen in other forums that you found impressive. We want our programs to be useful and relevant to as much of our membership as possible.

Value: The level of perceived value members get from our programs is also clearly a factor in attendance, and a constant source of concern for the board. Programs are run on a break-even basis, and sometimes even at a loss. However, even on those terms, it is difficult to find venues large enough to contain our membership and close to public transportation that are reasonably

Surveys continues on next page



Surveys continues...

priced. Our recent event at the San Francisco Chronicle building was seen as the best value for money all year, so we'd like to find more opportunities to leverage our members' access to space. If your office or organization has a conference room or other space that can accommodate more than 50 people, we'd like to talk with you about hosting an event. Contact any member of the Program or Hospitality committees. We also continue to seek reasonably priced restaurants that can accommodate us, and welcome your recommendations there.

Comments: Your comments are the most interesting part of any survey, but can also be the most conflicted. Our membership has varied preferences for topic, meeting times, and meeting locations, and the comments make this exceptionally clear. For example, the February program was described as both "thought provoking and well done" and as "somewhat disappointing." Similarly, several members "didn't like the room we were in" while others thought "the location was excellent."

This year, we went back to Caffe Verbena, which was one of our most popular locations last year, but feedback this time was not so positive. We were unable to take over the restaurant like we were last year, and the atrium location was not so well-liked. We'll rethink that one for next year. And we've heard loud and clear that Sinbad's "is a terrible venue."

However, we're happy to say that most comments are positive, with lots of thank-yous for the Program and Hospitality Committees. We really appreciate the encouragement!

Non-Attendees: Finally, we always want to know why members who did not attend our events did not, so we can make sure they attend in the future. In general we find that those not attending have scheduling issues, which are inevitable. We will certainly endeavor to announce our meeting dates well in advance, so this can be avoided when possible. Convenience of location and the topics being presented are also concerns. We're working hard to provide a variety of locations for our meetings, including both the City and the East Bay.

Thanks to all of you who have contributed to the survey in the past year. Please keep the comments coming!

Neighborhood Dinner Report

By Diane Rosenberger

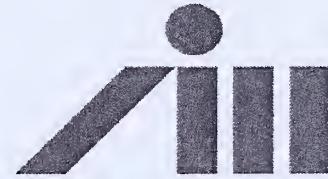
Ten of us enjoyed unusual and delicious food at Pacific Catch in Corte Madera on April 6. Conversation was good too. This was the 9th anniversary of this group. Our next get together will probably be Tuesday, July 25, in either Petaluma or Novato.

Susan Wilkins, a San Jose State MLIS student who volunteers at the Mill Valley and Belvedere-Tiburon libraries, was our only first-time attendee. She was enthusiastically interested in the variety of careers represented at the table. For a class project, she's designing a library for the Audubon Center in Tiburon.

Sara O'Keefe, happily retired, is learning lots in her master gardener class. Angie Brunton enjoyed a mystery-readers trip to Bristol, England. Nancy Bruer researched Australia as a place to retire on a recent trip and came up positive. David Grossman has a bimonthly column in "Searcher." I have the February one "Beyond the 'L' Word" in front of me as I type this. David can also be found half time in the history room at the Mill Valley Public Library.

Laurie Thompson encouraged us to check out the California Room's 1906 Earthquake and Fire Exhibit at <http://www.co.marin.ca.us/depts/lb/main/crm/earthquake/index.html>. Peggy Burnett gave us some highlights of her experience working for Chiron in Siena, Italy, for 5 months. Sandra Joy Lee brought us up to date on Critterpix's "Ollie the Otter" movie (<http://www.imdb.com/title/tt0486637>).

Barbara Janis is doing some interesting historical research for the Presidio Trust. We all wish Barbara well as she steps in as Chapter President-Elect in June.



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FROM THE HALLWAYS

Student learns some tricks of the trade while setting up a new library

By Vicki Crom

MLIS Student, San Jose State University

About three years ago I was working in a position that had me doing a lot of library duties in a small medical publishing company. I realized I wanted to be a qualified medical librarian rather than stay in that assistant role. A librarian needs an MLIS. It was time. I needed to go back to school. When I was accepted into the San Jose State University program, I announced what I had begun while at work. My boss, the editor-in-chief, told me that was great—the company needed a true library. How would I like to set it up over the next few years?

How does an MLIS student set up a new library? First, it has been helpful that my BA was in business management and that I have years of life experience. Second, I chose a field where the professionals help each other. When you hear your professors talk about the advantages of networking, listen closely. It's true.

It took about two years for me to realize what I had committed to. I was no stranger to libraries, especially public libraries. I knew about special libraries and their purposes. How difficult could it be to get one going? I wasn't foolish—I knew there would be extra work involved. I knew it wouldn't be easy taking classes and be working full time. I should have remembered that the more you learn, the more you realize you don't know. Now you can start chuckling at me.

For the last three years most of my school work was turned to a job-related bent. I purposefully chose the special libraries education track. For my reference class I observed in an academic medical library. In an automated library systems class I researched collection management/cataloguing systems that would be good for our company. In my government documents class I paid closer attention to the documents that would be helpful in my medical world. When a special Medical Librarians class was available, I signed up for it as soon as I could. That class was invaluable for my current and future work.

By the time I had finished my first five classes, I was beginning to understand how the special library in my company was different than my conception of a normal library. Most of the classes are geared toward the broader public library style. I learned that our special library wouldn't be based on a public library style with a specialized collection. By the time I took the Issues in Special Libraries class, I realized that special libraries' descriptions cannot be normalized. There are some general categories, such as hospital or law libraries. I have discovered that each library is different, styling itself for the needs of the company. There are special libraries in universities, nonprofit foundations, software companies, actuarial firms, gem companies, and any other type of company you can imagine. My special library is formed around my company culture.

Earlier I mentioned networking. That is a key element to setting up a new library or continuing in one already established. Over the past three years I have had phone and online contacts with librarians at Yale and in Florida, Minnesota, Oklahoma, New York, Wisconsin, and Nebraska, as well as those in California. I have spoken with librarians in public libraries, academic libraries, hospital libraries, government libraries, music libraries, biotech companies, engineering companies, and communications companies. They were all helpful with whichever project I was doing.

Here are some comments and questions I have heard: What did I need to know and how could they help? Yes, they liked that cataloguing program. No, that cataloguing project didn't work well. It isn't easy cleaning up a library after a major earthquake strikes the area. The *World Almanac* is a great ready reference source. Google is one of their favorite first-stop resources. A medical librarian has to be very familiar with the PubMed database. Here are the core medical journals any medical library must have.

These are a few of the different questions that I have discussed with veteran librarians in conjunction with my classes. Notice how many of the questions will apply to my new medical library—although I hope I never need to learn about cleaning up after an earthquake. In all my different contacts, I remember only one librarian who was not helpful. Considering all the people I have interacted with, that is a good record.



Vicki Crom

From the Hallways continues on next page



From the Hallways continues...

After I had been in classes for two years, I began to get nervous for my company. How could I set up a quality library when I had no library experience, only book learning? Was this unfair to my company? It had been a great adventure for me, yet I didn't want the library to fail because of unintentional mismanagement.

When the Issues in Special Libraries class had a fieldwork component, I mentally groaned. I work full time during normal business hours. When could I do a fieldwork in a special library? I knew the exposure in a different library would be good for my company and me. I had vacation time, so I would take the time off to complete a fieldwork at one of the local hospital libraries. I told my editor-in-chief what I was doing. I also explained it was not only for the class (I could have written a paper) but for our company's advantage. He agreed and told me to use work time, not claim vacation time. He also knows the value of networking and learning in a real environment. That was an exceptional learning experience. I tackled an electronic journal renewal project for their upcoming fiscal year. I knew about electronic journals due to my own job. Now I learned more about the aggregators and the overall picture. I also sat by the desk the days I was there. I watched how they worked. I saw the different successes and failures they had. I realized our special library is being set up properly. Most importantly, I had made new friends in the library field and found people who are willing to help me when I need it. If I can help them in return, I will.

I had to get past the "books on the shelf" attitude I had held. We do not need that type of library where I work. The people who are writing for us keep their medical books at their desks. The librarian in my company is responsible for ordering and cataloguing the books, but doesn't have to pay for them out of a library budget. They do not need to be shelved in the library until the newer edition comes out. One of the librarians at the hospital library used to work for a biotech research company library. Her library worked the same way. As she described it to me, I gained a better understanding of the many different ways a library can be organized.

My job as librarian includes research, maintaining electronic journals, and an information retrieval function. When the writers decide which journal articles, government guidelines, medical society papers, books, or other sources they need, they request the librarian to retrieve the information and deliver it to them. This has worked so well and gotten so busy that we had to hire a library assistant a year ago for document delivery. At our busiest time of year, even the two of us cannot keep up.

I started with the job I had been doing and a vague idea of what was needed in a library for our publishing company. When I switched my perspective from that of a publications assistant to that of a librarian, I realized the library needs were more than I first envisioned. My classes gave me the necessary librarian perspective. Then my networking gave me real-life suggestions and experience.

I have some suggestions for creating a new corporate library either as a student or after earning an MLIS. It is vital that to understand how the company works and what it needs from its library. The librarian should use the information that was learned in the graduate program for librarians and information specialists. Other librarians are important networking contacts. Those librarians will be willing to help and support. It is not an easy task. It **is** a worthwhile and rewarding task.

Vicki Crom has worked as an administrative assistant in the medical field for more than 20 years. She currently works at Milliman Care Guidelines, a publisher of evidence-based best-practice guidelines for physicians and insurance companies. She started her MLIS program at San Jose State University in Spring 2003 and hopes to finish by May 2007.

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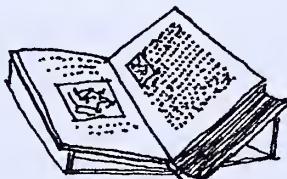


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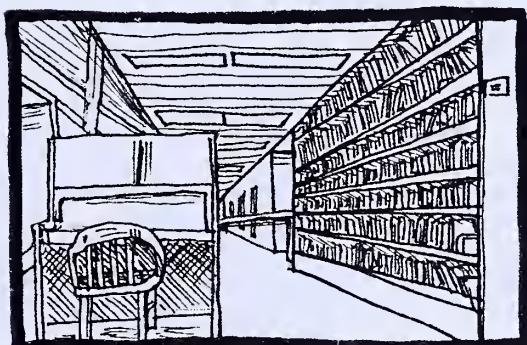
By Diane T Sands

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Sunshine Week telecast covers latest FOIA issues

By Anne N. Barker

Chair, Government Relations Committee, SLA-SF

The second National Sunshine Week kicked off on Monday, March 13, with a national telecast called "Are We Safer in the Dark?" Broadcast across the country, the only San Francisco Bay Area telecast location was co-hosted in Oakland by the Northern California Association of Law Libraries (NOCALL) and the San Francisco chapter of the Special Libraries Association. Sunshine Week's intent is to raise awareness of the importance of open government.

The events speakers included:

- Thomas Blanton, director of the National Security Archives, The George Washington University
- Thomas Susman, partner in the Washington office of Ropes and Gray
- Barbara Petersen, executive director of the Florida First Amendment Coalition

Susman began the session with a description of the Freedom of Information Act (FOIA), which he believes contains a general admonition to make information available to the public, that it creates a governmental responsibility to disseminate information. He conceded that adherence to the principles of the FOIA is always caught in an ebb and flow dictated by people's sensitivities to what information should be made public, circumstances beyond our control (such as terrorist attacks), and political parties' priorities. However, Susman believes that today we are in the middle of a drought in the public's ability to use existing laws to access government information. He pointed out the irony that at the same time our FOI laws are being used by other countries to open their governments, we are in the process of subverting our laws in the United States.

Blanton lamented that today the government only asks one question when reviewing information for release: Could a terrorist use it? If the answer is yes, they immediately withhold it. They never ask the all-important second question: Could journalists, etc., do good with it?

A comment from the audience brought up the topic of the reclassification of documents that had just hit the news. He commented that the "problem" from the government's viewpoint is that the public is going through government records looking for information about government wrong-doing in the past, and that the government is trying to cover its tracks on things it is still doing.

Blanton responded that the majority of the documents that get classified are so designated due to embarrassment. There is a breakdown in the government's ability to make a classification decision; the government has to be able to make judgments. Currently, it is not making judgments, just applying the black blotch of redaction. He referred to "fetishism" in reclassification, noting that anything remotely connected to intercepting information is being classified and re-classified due to the current wiretapping controversy. Blanton noted the difference between real secrets and convenient secrets. In the wiretapping example, the actual technological process by which the government is listening to phone calls is the real secret. The fact that the program exists, and that there is an ongoing debate in the government about its legality, is not a real secret; it is simply more convenient for the government to keep it from the public.

Thomas Susman pointed out the irony that at the same time our FOI laws are being used by other countries to open their governments, we are in the process of subverting our laws in the United States.

Petersen noted that citizen complaints to her organization have risen dramatically in Florida. She observed that she is seeing the creation of conduits through which people must go to get information. Increasing the hoops through which people must jump to obtain information creates a delay that gives the government time to pre-respond. Once they know someone is looking at a particular issue, they can attempt to spin the story before it even gets out.

Blanton noted that, at the Federal level, there is no penalty for failing to release information. Petersen said she is seeing an increase in Florida in penalties for people who release information when they "shouldn't." When there

Intersect continues on next page



Intersect continues...

is no penalty for withholding information, but severe penalties for mistakenly releasing information, government workers will be less inclined to release anything.

Susman believes we are on the cusp of seeing an Official Secrets Act that would make it a crime for anyone to disclose a document marked as classified. Indeed, the ongoing case involving two former employees of the American Israel Public Affairs Committee, who were not government employees and did not hold security clearances yet are charged with mishandling classified information, gives credence to Susman's concerns.

With regards to privacy concerns, Petersen advocates that we protect privacy on a case-by-case basis. We should take the time to identify truly personal information and narrowly define the exemptions for releasing such information. Susman noted that even the FOIA includes an exemption if releasing the information would create a clearly unwarranted invasion of privacy.

A video clip from an episode of *Now with Bill Moyers* posed the question of how the definition of national security can be changed to include a public right to know. Blanton said the question that must always be asked is whose interests are being served in withholding or redacting documents.

A question from the audience followed: What efforts can citizens do to change government inclination toward secrecy?

Susman believes we need to exercise our right to access information. We need to attend government hearings and meetings and request information through the FOIA. The requested information does not have to be a major story or serious concern; it can relate to a personal interest. Susman mentioned requesting his father's government employment records to find out more about his family's history. Continuing his metaphor, Susman said the way to keep the body politic healthy is to exercise our FOIA rights.

Blanton followed up by noting that the largest FOIA request filers are veterans, followed by seniors, and finally regulated industries and government contractors. With respect to our FOIA rights, we have to use them or lose them.

Petersen advised that we contact our legislators when we run into an impediment to information access. Getting them involved will help get things done.



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- Marlene Vogelsang
Pacific Energy Center

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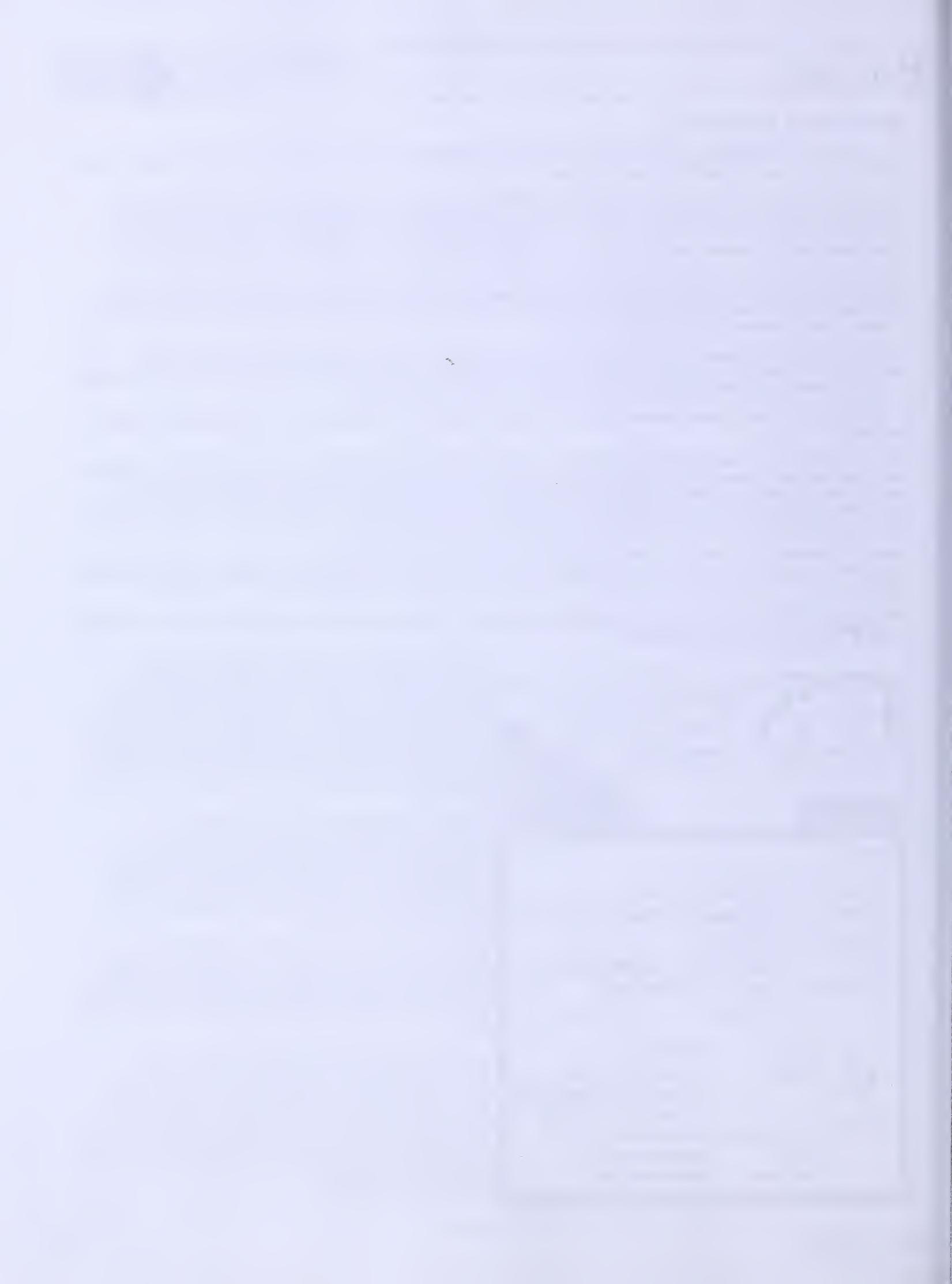
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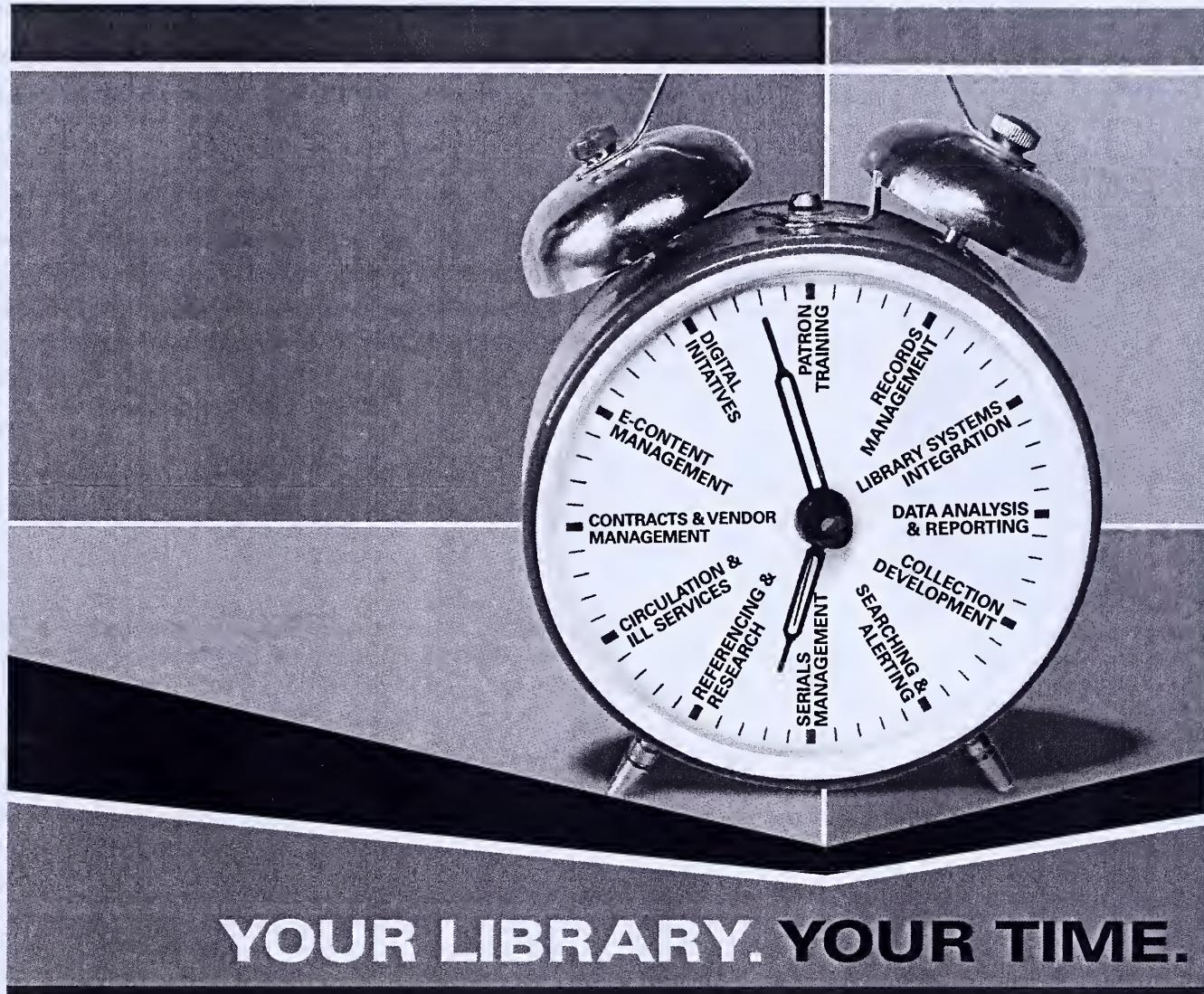
Another comment from the audience advocated a need to change the whole concept of access to government information. Right now the emphasis is on the individual going to the government to get the information rather than on the government proactively disclosing it. He felt that the speakers were highlighting the problems with the existing laws, but it is time for us to look for a new law for the 21st century, a Right to Know Act.

Susman agreed that a change in the focus of government agencies is necessary. He noted that the dissemination of information is not viewed as a program goal of a single Federal agency with the possible exception of NARA. Freedom of information gets the least resources and is at the bottom of the every agency's to-do list.

Blanton said last year seven Federal agencies spent more money on public relations firms than the whole government spent processing FOIA requests. This is evidence of the conflict between what the public wants to know and the message the government wants to get out.

All speakers advocated constant vigilance at the public level to protect our right to information. For me, however, Susman made the most impact when he noted that freedom of information is NOT a Federal Constitutional right. It is not in the Constitution and it should not be taken for granted. He said it needs to be protected, recognized, and understood. Public vigilance is the only way we have to let the government know that we've had enough.





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PRESIDENT FLIES INTO BAY AREA TO UPDATE LOCAL CHAPTERS ON SLA

By Heather Gamberg

SLA-SF Bulletin Editor and Webmaster

SLA President Pam Rollo flew into the Bay Area in March for the joint meeting of SLA's San Francisco Bay Region and San Andreas chapters. Appropriately, the event took place at the San Francisco Airport Commission Aviation Library and Louis A. Turpen Aviation Museum—which is housed in the airport's International Terminal and modeled on the Passenger Waiting Room of the 1937 San Francisco Airport Administration Building.

As people started their journeys to places all over the world, Rollo talked about the journey she and SLA's two previous presidents planned and carried out to make SLA a relevant and vibrant international organization. Realizing that the change of leadership each year didn't allow for much continuity, Rollo, Ethel Salonen (2004-05), and Cindy Hill (2003-04) worked together to devise a three-year plan. Items on their agenda included, among many things, increasing professional value, contributing to executive growth, working with allies and partners in the information industry, and developing a plan of action for natural disasters. The latter was inspired by the 2004 tsunami in Asian and in place during Hurricane Katrina.

One big part of the three presidents' work was developing task forces so members could help shape SLA. Rollo reported that 86 volunteers were serving on task forces and 65 of these had never volunteered at the association level.

*Find out more about the
San Francisco Airport
Commission Aviation
Library and Louis A.
Turpen Aviation Museum
at www.sfoarts.org*



Photo by Gabriel Branbury, courtesy of SF Airport Commission Aviation Library

SLA's San Francisco Bay Region and San Andreas chapters welcomed President Pam Rollo to our joint meeting March 9 at the San Francisco Airport Commission Aviation Library and Museum

Members who attended the meeting also learned the results of SLA's first online election: the 2006-07 Board of Directors includes President-Elect Stephen Abram, vice president of Innovation at SirsiDynix in Toronto, Ontario; Treasurer Sylvia James, principal of Sylvia James Consultancy in West Sussex, United Kingdom; and Chapter Cabinet Chair-Elect Libby Trudell, senior vice president of Dialog in Sunnyvale—and a member of both the San Francisco Bay Region and San Andreas chapters. It looks like a great group to lead an international organization!

We also learned that two local members had won SLA awards. SLA-SF's Jackie Desoer was inducted into the Hall of Fame (an article appeared in the March/April 2006 issue of Bayline, which you can find here: www.sla.org/chapter/csfo/bayline/marchapril06.pdf) and San Andreas Chapter member Karen Takle Quinn received the 2006 SLA Member Achievement Award.

Before the announcements and Rollo's presentation, members toured the museum, drank assorted beverages, and nibbled on finger foods such as lavosh sandwiches, smoked salmon on sliced baguettes, and bite-sized éclairs. Librarians must have sweet teeth because the desserts went quickly!

A number of sponsors made this joint meeting possible; they are EOS, GSI, Prenax, AIM, Factiva, Infotrieve, Knovel, Reviews.com, Certified Employment, EBSCO, Pinpoint Documents, and Taylor & Associates.



SLA-SF seeks nominees for Chapter's 2006 Professional Achievement Award

This is our annual opportunity to recognize and acknowledge one of our members who has made notable and enduring contributions to the chapter and the profession.

Chapter Professional Achievement Award Nomination Form

(All fields are required information)

- NOMINEE'S NAME
- NOMINEE'S BIOGRAPHICAL DATA (education, current professional data, resume)
- CHAPTER CONTRIBUTIONS (as many as apply from the following criteria):
 1. Outstanding leadership in the Chapter, at meetings and in committee work.
 2. Special and notable service to the Chapter, such as participation in special projects.
 3. Participation in seminars, teaching courses and public speaking activities.
 4. Publication and editorial contributions to professional literature.
 5. Innovations at the worksite.
 6. Mentoring activities that encourage others in the profession.
 7. Extracurricular activities that provide the profession and/or the Chapter with commendable publicity and acclaim.
 8. Other achievements indicating noteworthy dedication to the profession of special librarianship/information science.

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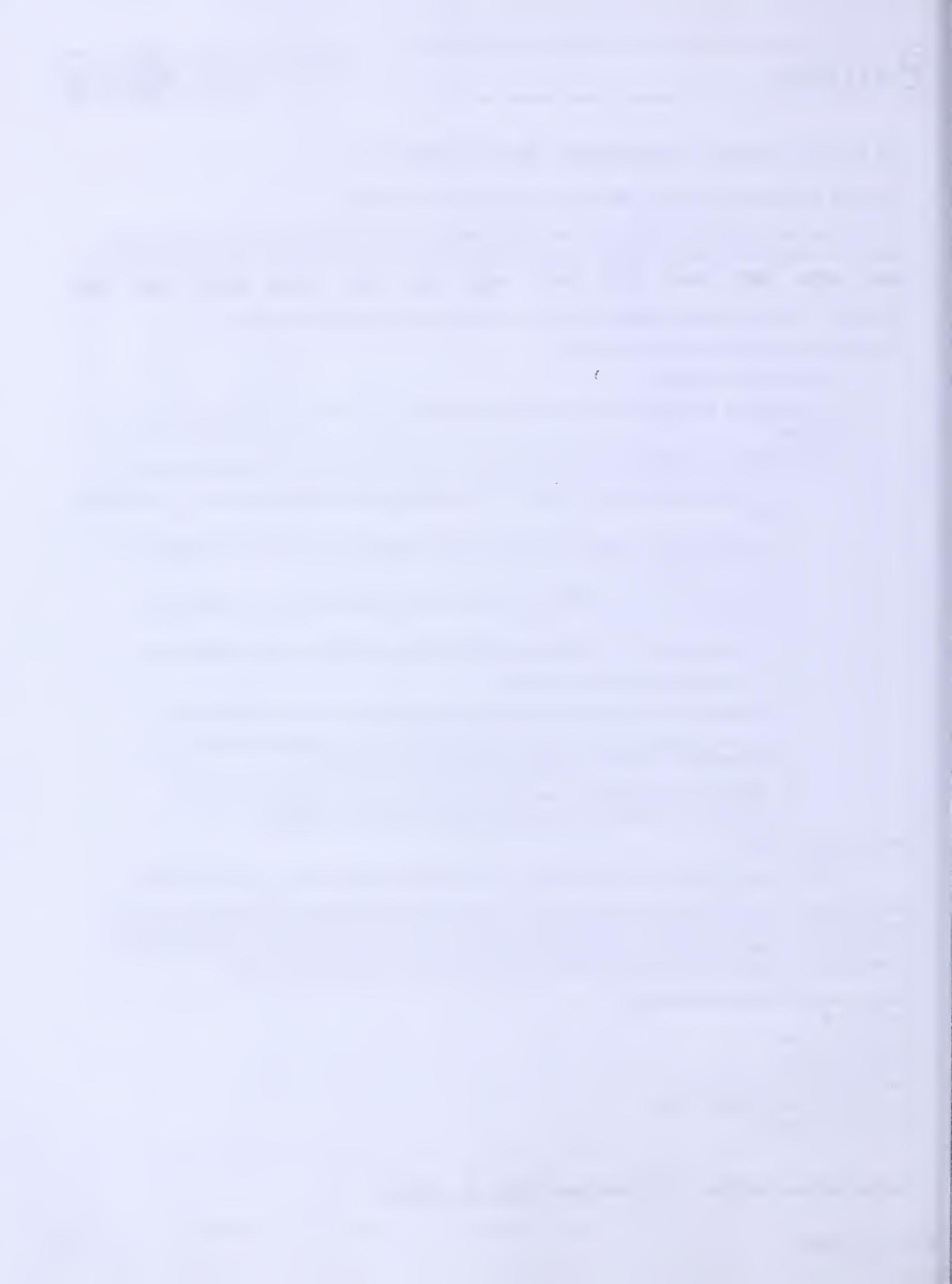
- DIVISION / ASSOCIATION LEVEL CONTRIBUTIONS (not a required field)

Nominations may be submitted by any Chapter member and self-nominations will be accepted. To be eligible, a nominee must be a current Chapter member, active or retired, in good standing. Current Executive Board members are ineligible for nomination. Nominations do not carry over from one year to the next.

Please submit nominations to:

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(415) 353-0485

Submissions will be received until May 30, 2006



The San Francisco Bay Region Chapter of the Special Libraries Association
presents the program
"Game of Shadows - Research and Investigations of the Back Story"

Date: Tuesday, June 6, 2006

Location: Simpson, Gumpertz & Heger, Inc. Consulting Engineers: The Landmark @ One Market (cross street Steuart), Suite 600, San Francisco, CA 94105 (see directions at www.sgh.com/contact/sanfrancisco.pdf)

Agenda: 5:30 – 6:30 p.m. Social hour with variety of appetizers and beverages
6:30 – 7:30 p.m. Program

Mark Fainaru-Wada and Lance Williams, award-winning investigative reporters at the San Francisco Chronicle, discuss research, sources, and libraries for their book *Game of Shadows*.

The opening of the 2006 pro-baseball season also saw the release of the book *Game of Shadows*. Fainaru-Wada and Williams' investigative stories for the Chronicle form the basis of the book, a culmination of a multiyear investigation of the distribution and use of steroids and other performance enhancing drugs in baseball as well as other sports. Featured prominently are Victor Conte and the Bay Area Laboratory Cooperative (BALCO) and the left fielder for the San Francisco Giants, Barry Bonds.

Fans are following Bonds in his attempt to tie and break one of the sport's most hallowed records, Babe Ruth's home run record. Looming over Bonds is his alleged use of performance-enhancing drugs over the last several years and the effect it has had on his record number of home runs.

While the media has turned its attention to superstar athletes and the use of drugs for a competitive edge, researchers might be interested in the role an IRS investigator played in exposing a darker side of professional sports. Whether you are a sports fan or not, the book is fascinating reading and the evening promises to be interesting and lively.

Registration must be received by May 31, 2006

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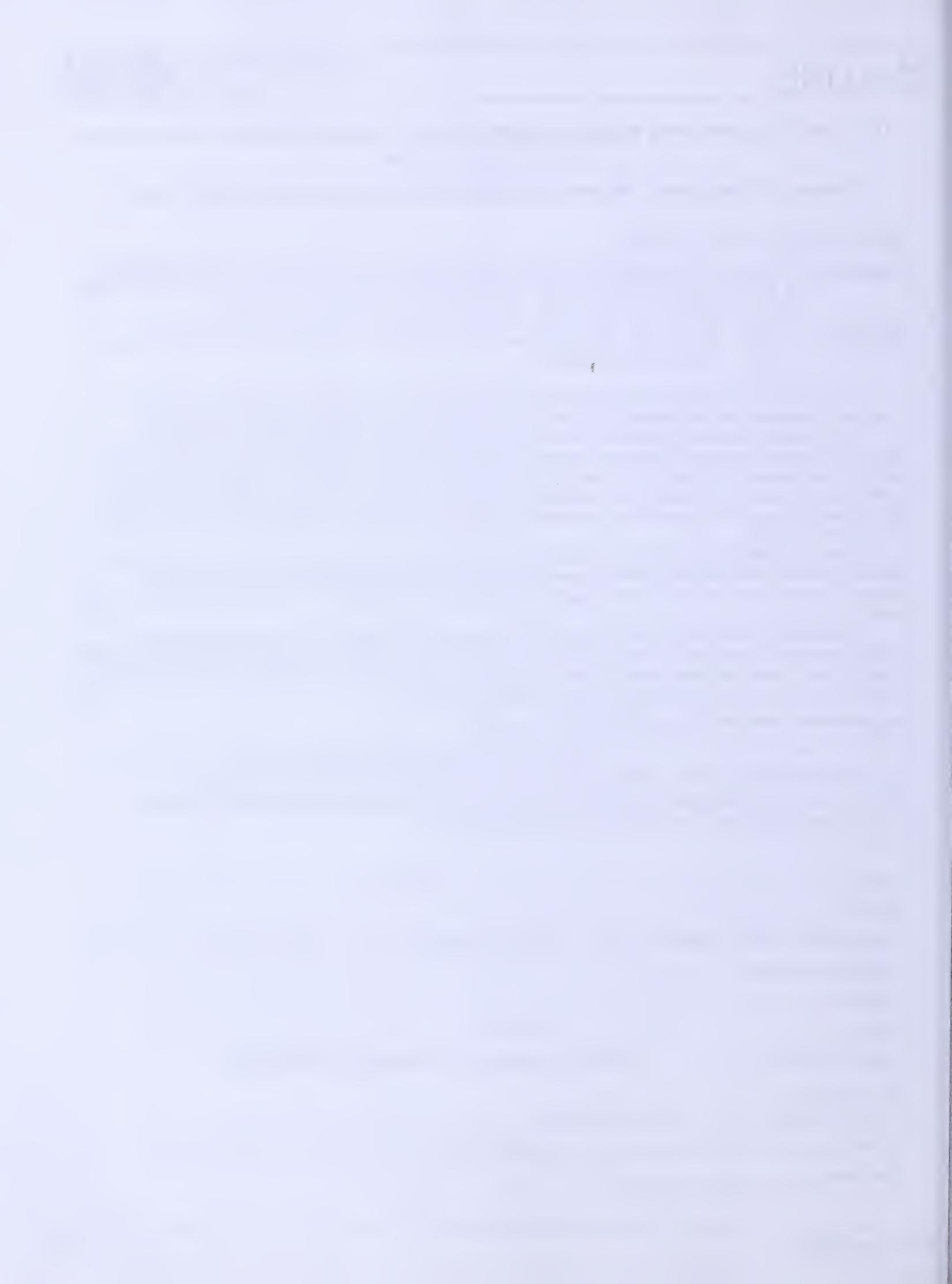
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MOSAIC: WHAT'S HAPPENING WITH OUR MEMBERS

By *Rochelle Richardson*

Send word of your personal and professional accomplishments and activities to Rochelle at rocheller@email.com.

New Beginnings

Cynthia Matano started at the Wells Fargo Technical Library at the end of March. Cynthia is a recent graduate of the San Jose State University Master of Library and Information Science program, and while in library school worked at the California Academy of Sciences and Farella, Braun + Martel. She is quickly coming up to speed on information technology, enterprise architecture, and enterprise programming and mastering the details of working at Wells Fargo. Now that she has completed grad school, she can finally go out and enjoy a film, go on walking tours, and spend time on knitting projects.

Moving On

Dan Cunningham is leaving Reed Smith in Oakland after more than 10 years as a research librarian and 20 years as a chapter member. He and his wife Chris are cashing in on the crazy real estate market in Berkeley and moving to a house they bought last year in Bonney Lake, Washington, located about 10 miles east of Tacoma and 30 miles south of Seattle. They traded a small house on a postage-stamp-size lot for a much bigger house (by 150%) and lot (300% larger), located on an 8-square-mile lake with a view of Mt. Rainier.

Dan is embarking on the next phase of his life: semi-retirement. With no house payment to make, he and his wife do not need to work full time, but just enough to meet current expenses. Considering the cost of gas to cover a commute to Seattle, he may opt for a career change (Home Depot is close by...). He'll still be playing and singing blues, looking for gigs, and polishing his CD. Dan says "Don't be surprised if I'm rocking the local senior center!" Calls from friends and colleagues are welcome; his mobile number is (510) 684-1982.

Many SLAers will remember **Frank Lopez**, librarian at Chevron who was active in SLA for many years. Frank has taken early retirement and is looking forward to what comes next in his life. He is currently orchestrating his move from the Bay Area to a new home in Palm Springs. Once settled there, he will decide what his next endeavor is, which may or may not be in the information field.

Making a Change

Sharon Modrick, also at Chevron, is no longer working in the library there. She is still involved in information management within the company—working on projects such as developing taxonomies, the effective use of metadata, enterprise search capabilities, and information architecture development. In her non-Chevron life she has become a painter and printmaker (etchings, monoprints), and has started selling her work at a few art shows during the year. She says she can't afford to give up her day job yet, though.

Making It Count

In between our March rain storms, **Barbara Janis** ventured forth on her first flight in a small plane. Her friends invited her along on a short flight up to Shelter Cove in their Piper. Barbara said, "What a thrill! The plane's interior is much smaller than my Honda Civic. You step on the wing to enter. No seatbelts provided! Everyone wears a headset so you can hear the control tower and listen for the automatic warnings of other planes in the vicinity. A favorite pilot saying is "Flying is the second greatest thrill known to man. Landing is the first!" For me, the whole experience was exhilarating."

Marlene Vogelsang had a fabulous time in Arizona in early March at the A's Spring Training and World Baseball Classic Games. While there, she had dinner with Tony and Pam, who were also there for some games.

Karin Zilla, Sandy Malloy, and who knows who else are enjoying watching the falcons in their new nesting place downtown. There is a Web cam to follow the action at www2.ucsc.edu/scpbrg/peregrine_cam.htm.

Mosaic continues on next page



SLA-SF Calendar

SLA-SF Program

SF Chronicle investigative reporters talk about their book, *Game of Shadows* (see page 19)

Tuesday, June 6 – 5:30-7:30 p.m.

Location: Simpson, Gumpertz & Heger, Inc. Consulting Engineers, One Market (cross street Steuart), Suite 600, San Francisco

SLA Annual Conference

<http://www.sla.org/content/Events/conference/ac2006/index.cfm>

June 11-14, 2006

Location: Baltimore, Maryland

For more information on the San Francisco Bay Region Chapter's events, including registration deadlines and forms, visit <http://www.sla.org/chapter/csfo/calendar/calendar.html>.

Mosaic continues...

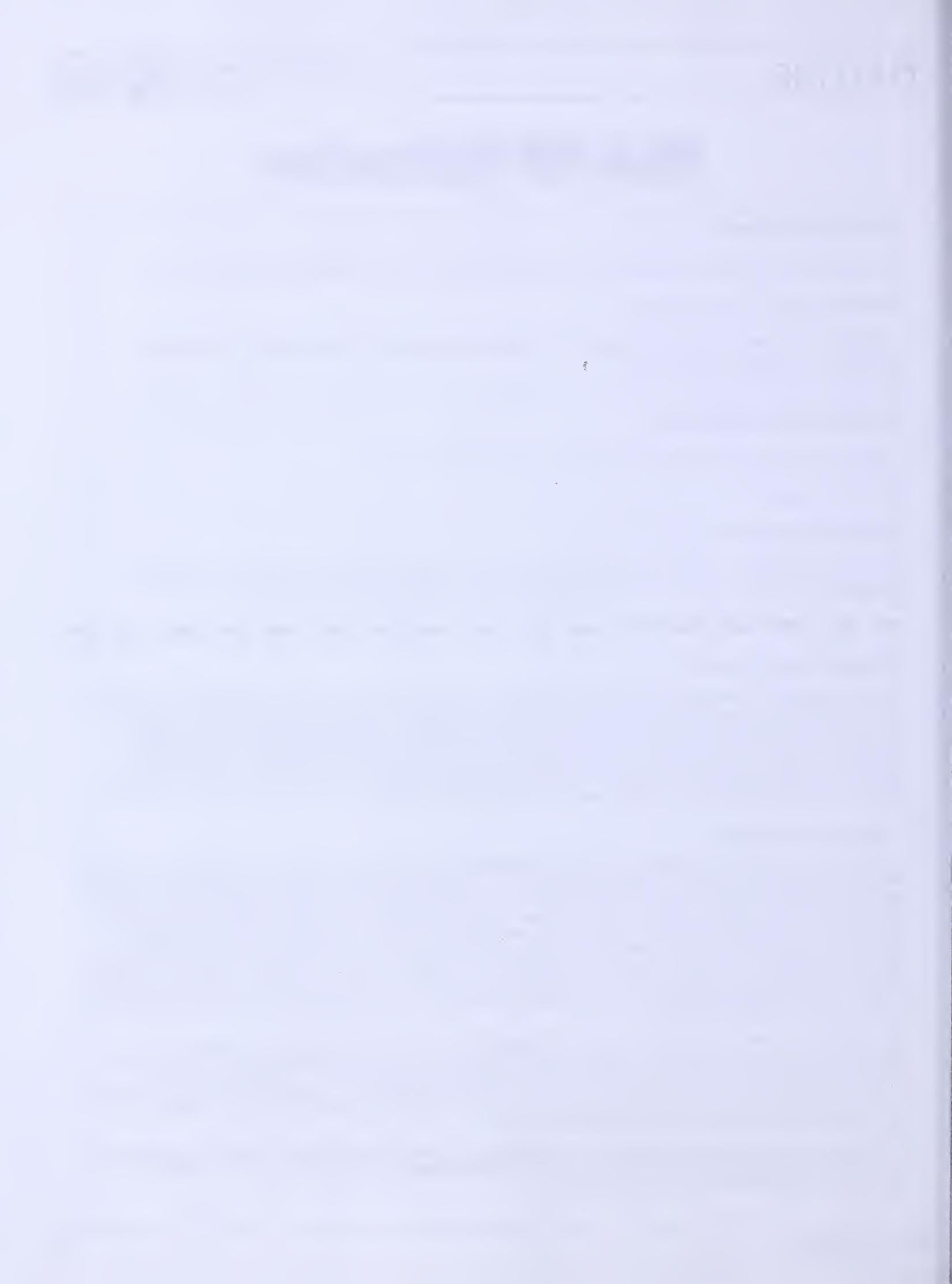
Yours truly spent a few days in Memphis, Tennessee, at the Pharmaceutical and Health Technology Division Spring Meeting; the meeting focused on collaboration with an emphasis on the virtual environment. The topic was quite timely, as I am still located in the Bay Area, but my manager relocated to North Carolina at the end of last year. We also enjoyed dinner and a tour at Elvis' Graceland on the same day that it was declared a National Historic Landmark and spent a free afternoon soaking up the atmosphere of the famed Beale Street. I am looking forward to the day when I can return with my husband, who is a big fan of the blues.

Congratulations to...

...Ari Kleiman, who was chosen by the SLA Scholarship Committee to receive a 2006 scholarship and will be honored at the June meeting in Baltimore. Ari earned a BA in foreign language and literature and is currently enrolled in the SLIS program at San Jose State University. He is a member of the Pharmaceutical and Health Technology Division and also belongs to the Association for Computing Machinery. Ari has worked seven years as an assistant librarian for a pharmaceutical company; his work includes document delivery, journal administration, and searching for biology, chemistry, intellectual property, and competitive intelligence information. Ari also created a document delivery database, the library's online catalog, and manages the library Web site. He plans to apply his library degree "to fill the gap between scientists, business people, and information" in a pharmaceutical or biotechnology company setting.

He adds that he was extremely hopeful to receive the SLA scholarship since he was laid off in January when Celera closed their South San Francisco site. Soon after finding out the good news about the scholarship, he was offered some part-time, temporary work at Theravance. Ari is amazed at the power of the networking of SLA and is grateful for the support and the watchful eyes of his colleagues, especially Chris Orr and Deb Hunt, who were supportive of his application and encouraged Ari's burgeoning participation in SLA.

And finally, Ari's dog's name is Ben. Ben's response to all the good news was, "What does this have to do with rubbing my tummy?" Ben is a golden retriever mix; he's very needy, but extremely cute. Pictures are available on www.fullbowl.com.



Do you have . . .
A Hidden Talent?
A Desire to Give?

Do you want . . .
An Opportunity to Learn?
An Opportunity to Grow
Professionally?

Get involved! Join a Chapter team. Write an article for the Bayline. Mentor a library student. Volunteer to meet and greet new members at a meeting. Your commitment will bring you satisfaction with new learning experiences and valuable professional contacts and best of all, new friends. In addition to helping to insure that chapter functions and activities are carried out, you will have the opportunity to interact with colleagues and develop professional skills.

Go to <http://www.sla.org/chapter/csfo/volunteer2000.html>, the interactive form on the SLA-SF Web site or complete and e-mail this form to the individual committee chairs. See

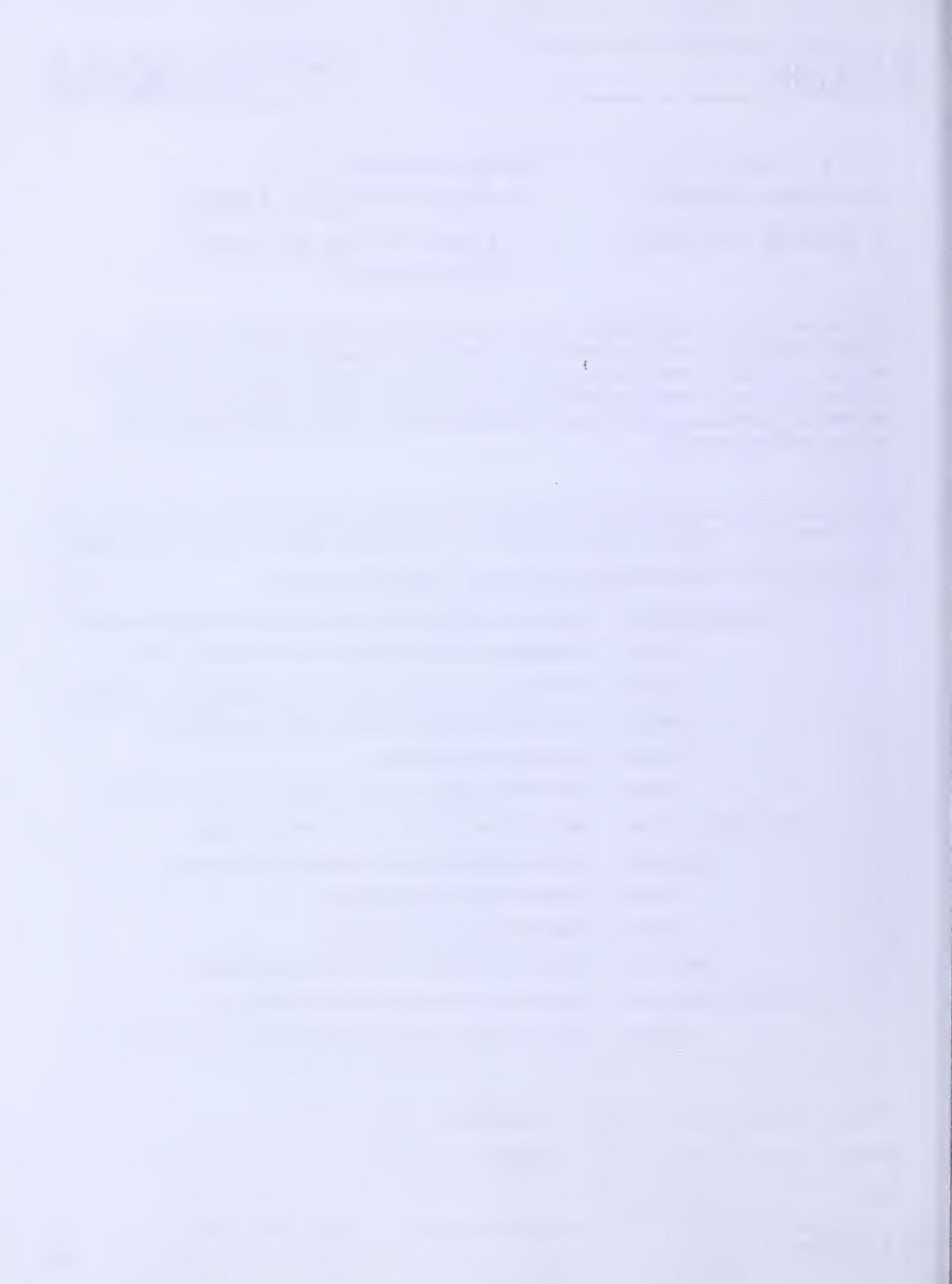
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Events

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Calendar events are updated
bi-weekly on the SLA-SF Web site:
<http://www.sla.org/chapter/csfo/csfo.htm>



